

FINE ARTS DEPT. S

35MM CAMERA OF THE FUTURE?

JAN 29 1957

# modern PHOTOGRAPHY

MARCH 1957 PRICE 35 CENTS

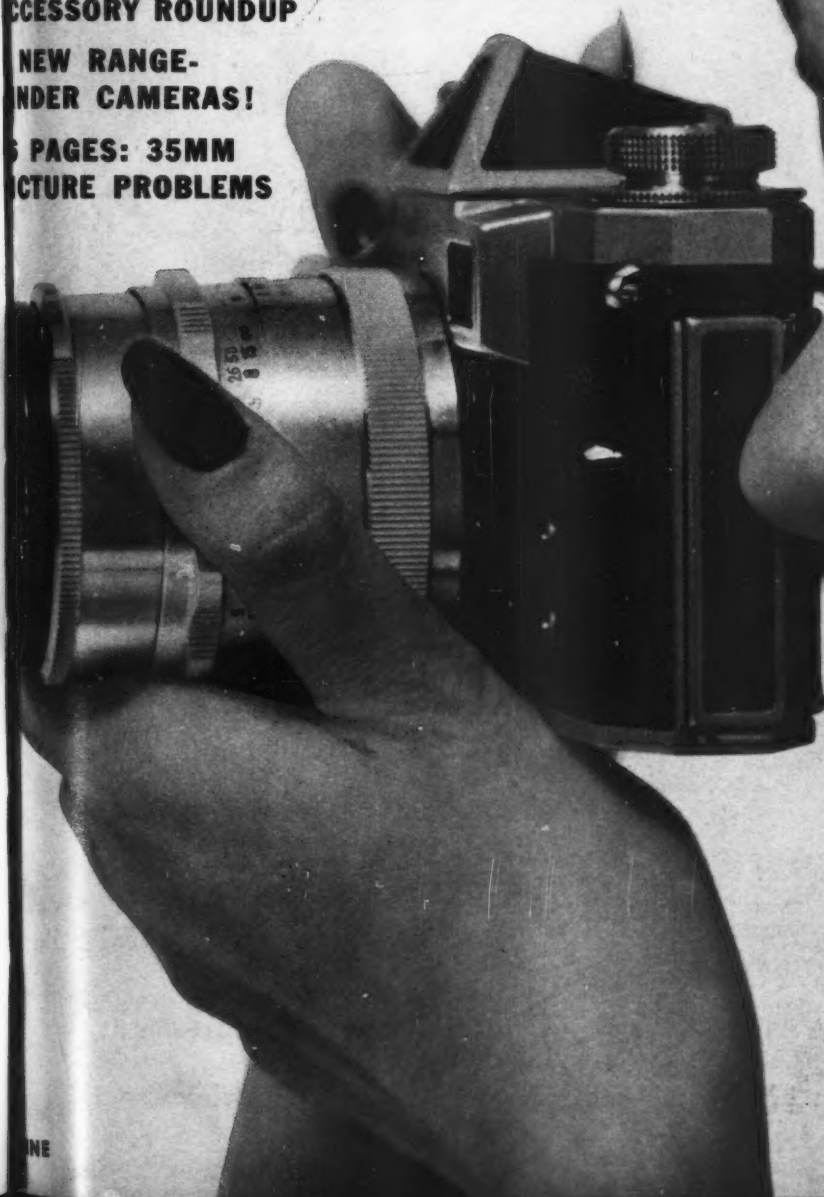
## 35 MM ISSUE

RAKTINA REPORT

CESSORY ROUNDUP

NEW RANGE-  
NDER CAMERAS!

6 PAGES: 35MM  
ICTURE PROBLEMS





*Fine new  
35mm Camera  
with latest  
LVS shutter*

Incomparable AnSCO quality at  
a truly modest price: **\$124.50**

## NEW ANSCO SUPER MEMAR f2

*Look at these exclusive features:*

**Agfa f2 Solagon 6-element anastigmat lens . . . improved type Synchro-Compur LVS Shutter with M-X-V Synchronization and speeds to 1/500 second plus "B" . . . exclusive new interlocking shutter-diaphragm mechanism never over-rides the scale**

*AnSCO precision!* That's the reason crisp, razor-sharp color slides are so easily yours with AnSCO's great new Super Memar f2 camera. You work with a lens that sets new standards for definition and color purity. Your pictures are needle sharp right to the corners—*even at f2.*

The precise new shutter is coupled to the diaphragm to assure you of correct exposures at all speeds. Best of all, the interlocking shutter-diaphragm stays set until changed. Result? Correct speed, correct openings, and perfect exposure . . . every time.

Add to this these *precision* features you'd expect to find in cameras costing so much more: lens-coupled bright-field range and viewfinder . . . thumb-lever rapid film advance . . . self-timer that delays shutter action long enough for you to get in the picture . . . full synchronization for strobe and regular flash . . . sturdy, precision all-metal "lifetime" construction.

Stop at your AnSCO dealer's. See just why this new AnSCO miniature camera is a top-dollar value at only \$124.50. If you want the best, this is the camera for you.

### ANSCO SUPER MEMAR f/3.5



**Only \$74.50 buys all these  
AnSCO quality features!**

- **Agfa Apotar f/3.5 color-corrected lens**
- **Coupled rangefinder-viewfinder**
- **Prontor SVS Shutter, M-X-V synchronization with speeds to 1/300 second plus "B"**
- **Click-Stop Diaphragm to f16 . . . thumb-lever film transport . . . self-timer . . . precision-built metal body.**

**AnSCO . . . A Division of General Aniline and Film Corp. . . Binghamton, N. Y.**



# CAMERAS WITH THE TOUCH OF TOMORROW

## *New Automatic* **Rolleiflex** f:3.5G and 2.8E



Schneider or Zeiss taking lenses . . . superior air-spaced construction

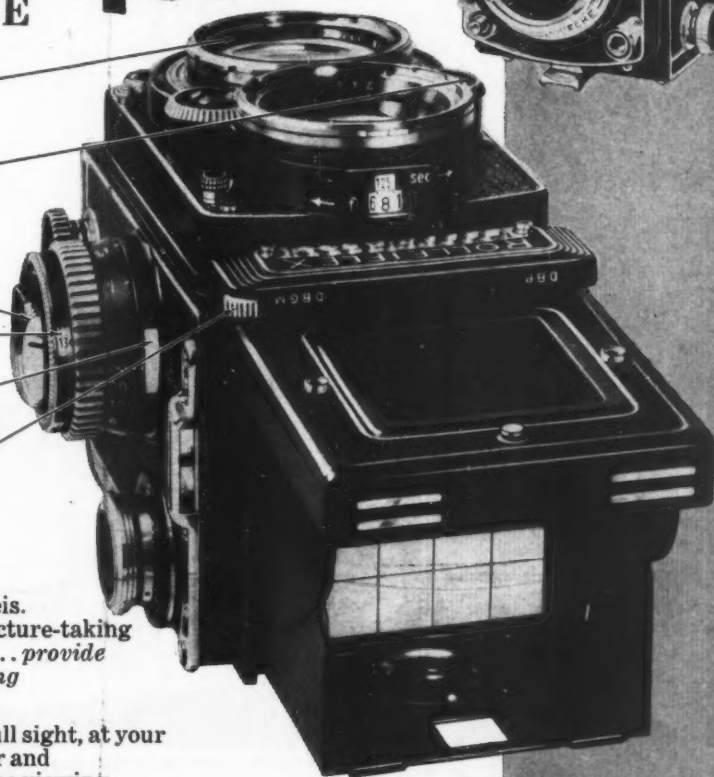
LVS system for simplified exposure setting

Built-in Exposure Meter . . . highly sensitive 2 range type

Correct LVS exposure number automatically appears in window

Exclusive automatic depth-of-field indicator . . . varies in length with the f stop

"High-Low" range changing switch for exposure meter



Examine these new, advanced Rolleis. Note the new features that make picture-taking faster, surer, *far more convenient* . . . provide consistent picture quality surpassing anything known before.

Note how the controls are kept in full sight, at your finger tips. Both the exposure meter and depth-of-field scale are read from the viewing position. And the meter is *not* like any you've seen before. It's a highly sensitive, *two range* meter for accurate settings in dim or bright light, with provision for measuring incident light; and it's ruggedly constructed in true Rollei tradition. The depth-of-field scale, *also exclusive*, automatically gives you the exact depth-of-field being covered for every shot. You can also set the camera instantly for maximum depth for all diaphragm settings. And the lenses provided are of special air-spaced construction (Schneider XENOTAR or Zeiss PLANAR) unsurpassed for critical work in black and white or color.

See these new Rollei models at your dealers today, or write now for illustrated literature.

### Burleigh Brooks, Inc.

10 W. 46th St., New York 36, N.Y.

### PONDER & BEST, INC.

814 N. Cole Ave., Hollywood 38, Calif.

MODERN PHOTOGRAPHY (combined with Minicam) is published monthly by the Photography Publishing Corp., 33 West 60th Street, New York 23, N. Y. Reentered as Second Class matter at the Post Office at New York, under the Act of March 3, 1879; additional entry at Louisville, Kentucky. Yearly subscription price is \$4.00 in U.S.A. and possessions, \$4.50 in Canada, \$6.00 in Pan-American Union and Philippines. Elsewhere, \$8.00. Single Copies 35c; Canada 40c. Elsewhere, 75c. March, 1957. Vol. 21, No. 3.

IMPROVE EVERY

PICTURE YOU TAKE WITH

# Walz

COATED

## SCREW-IN FILTERS

So compact that case can be closed without removing the filter

CUSTOM-FITTING—NO ADAPTERS NEEDED!

WALZ SCREW-IN FILTERS TO FIT CAMERAS LISTED BELOW (Also Available for Many Cameras Not Listed)		WALZ INDIVIDUAL FILTERS	WALZ FILTER KITS	WALZ CLOSE-UP LENSES	WALZ CLOSE-UP LENS KIT	WALZ LENS HOODS
#101	ARGUS C-3, Arcus C & C2, Elmar f:3.5	1.95	5.75			
#103	RETINA I f:3.5, Super Baidinette f:2.8	2.95	8.75	2.50	6.95	1.95
#104	Retina Curta 35mm f:5.6			3.50	9.95	2.95
#105	RETINAS f:2 & f:2.8, All models, Anaco Karet & Karonat f:2 & f:2.8	2.95	8.75	3.50	9.95	2.95
#106	Leica SUMMAR f:2, Elmar 50mm f:3.5, Lomamat, Rieho 300 f:2.8	3.95	11.75	4.95	13.50	3.95
#107	Leica SUMMITAR f:2, Strinoid Culinar 135mm f:4.5 & 55mm f:2.8	3.95	11.75	4.95	13.50	3.95
#108	Leica SUMMIFRON f:2, All Leica M-3 Bayonet Mount Lenses	3.95	11.75	4.95	13.50	3.95
#110	EXACTA BIOTAR f:2 Pre-set, Automatic Biotar f:2	8.95	20.75	7.95	23.50	6.95
#111	KODAK SIGNET f:3.5, Kodak Bantam R. F. f:3.5, Cine Kodak Royal 3.5, 135mm f:3.5	3.95	11.75	4.95	13.50	3.95
#112	IKOFLEX, Konica II A f:2.8, Konica II C f:2	3.95	11.75	4.95	13.50	3.95
#123	GRAPHIC 35, f:3.5 & f:2.8	2.95	8.75	3.50	9.95	2.95
#124	ARGUS C-4, Realist 35 & 45, Iloca Quick A & B & Stereo II, Vito III f:2	3.95	11.75	4.95	13.50	3.95
#125	Leica SUMMARIT f:1.5, Westanar & Westagon 50mm f:2.8 & 2 Automatic, Switar 50mm f:1.4	3.95	11.75	4.95	13.50	3.95
#301	ROLLEI f:3.5 F, Bayonet, Rollei f:3.5 F & Rolleicord, Temar & Xenar f:3.5	5.45	15.95	X	17.95	5.45
#302	ROLLEI f:3.5 G Bayonet, New model Rolleiflex G, Planar or Xenar f:3.5	8.95	20.75	X	22.95	8.95
#303	ROLLEI f:2.8 D & E Bayonet Xenotar f:2.8, Panar f:2.8	3.95	11.75	4.95	13.50	3.95
#304	VITESSA, Bayonet	1.95	5.75			
WALZ COATED SERIES SIZE FILTERS TO FIT ALL SERIES ADAPTER RINGS						
SERIES 1 (21.5mm)		1.95	X	X	X	X
SERIES 4		1.75	4.95	2.50	6.95	X
SERIES 5		2.25	6.95	2.95	8.75	X
SERIES 6		2.75	7.95	3.95	11.75	X
SERIES 7		5.90	16.50	8.95	19.75	X
WALZ COATED SCREW-IN MOVIE FILTERS						
#501	BELL & HOWELL 220 & 232	1.95	5.75			
#502	REVERE Num, Keystone 8mm Pre-1954 Models	1.95	5.75			
#603	DE JURE, all models Keystone Capri f:2.5	1.95	5.75			
#604	BROWNIE MOVIE f:2.7 & f:2.3	1.95	5.75			

### PRECISION GROUND & POLISHED OPTICAL GLASS—EXACTING TRANSMISSION CHARACTERISTICS FOR BLACK & WHITE FILMS

**Type A (#85)** Converts Type A Color Films to daylight use.

**Type F (#85C)** Converts Type F Color Films to daylight use.

**Skylight (#1A)** Eliminates haze. Use in open shade or on cloudy days.

**Clearflash D-7 (#80C)** Converts all daylight color films to use with clear flashbulbs.

**Floodlamp (#82A)** Converts Type F color films to use with photoflood lamps.

**Color Filter Kit** contains: Type F, Skylight, Clearflash, in case.

**Yellow Filter (#K2)** Normal contrast. For cloud effects.

**Red Filter (#25A)** Dramatic Contrast. Dark skies.

**Green Filter (#X1)** Correct contrasts for flowers and scenes.

**Black and White Filter Kit** contains: Yellow, Red, Green in case.

#### FOR CLOSE-UPS

+1 (16 7/8 inches to 39 inches)

+2 (11 7/8 inches to 19 1/2 inches)

+3 (9 1/8 inches to 13 inches)

**Close-up Lens Kit** contains: +1, +2, +3, in case

See the WALZ Precision Family of Photographic Products at Better Dealers Everywhere!



LIKE ALL WALZ PRODUCTS—GUARANTEED FOR LIFE

Exclusive Representative in U. S. A.

U.S. PHOTO SUPPLY CO., Inc. 6478 Sligo Mill Road, Washington 12, D. C.

REMEMBER YOU SAW IT IN MODERN

MODERN PHOTOGRAPHY

*ease!*

*precision!*

*value!*

*Trigger Action makes the difference!*

# **RICOH**

## **35**

### **PROFESSIONAL OUTFIT**

*Includes: Trigger-Action Ricoh "35" Camera, Flashgun, Deluxe, top-grain cowhide eveready case, with velvet lining and chrome trim.*

After you've examined this top quality "35", looked over all its expensive features—you won't believe the pricetag! It features T-R-I-G-G-E-R A-C-T-I-O-N, the single stroke trigger that advances your film, cocks the shutter, and sets you up for your next shot in split-second time—an advantage found in only the most expensive jobs. If the Ricoh 35 were not produced by one of the world's largest, most modern camera factories, whose advanced production techniques have made the world sit up and take notice—this camera would cost you well over \$150! Here are more reasons:

- One hand winds while other shoots; eliminates awkward finger shifting!
- Highly color-corrected, hard-coated 45mm f:3.5 anastigmat lens!
- Single window viewfinder-rangefinder with brilliant, BIG image for fast, easy focusing!
- FX synchronized shutter with accurate speeds to 1/200th sec. and B!
- PLUS precision-engineered design; body shutter release; double exposure prevention; satin-finished, die-cast aluminum body luxuriously leather-trimmed, and many other features!



**COMPLETE  
OUTFIT \$59.95**  
All for only

RIKEN OPTICAL INDUSTRIES, Ltd., 521 Fifth Avenue, New York 17, N. Y.



ONLY THE

Graphic® 35

MAKES FINE PICTURES  
SO SIMPLE...  
SO SURE!

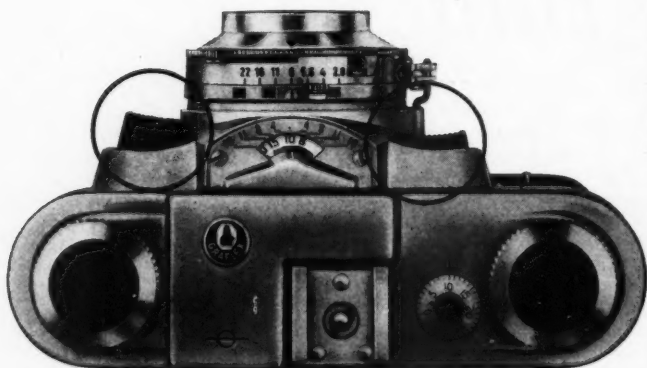


## HERE'S WHY!

### EXCLUSIVE PUSH-BUTTON FOCUSING

The Graphic 35's exclusive push-button focusing is one of the great camera advances in recent years! This handy method permits fast adjustment of focus to various distances . . . and with complete certainty. You can't help getting needle-sharp pictures . . . always.

The focusing push-buttons (circled in the illustration below) are convenient to your forefingers as you hold the camera. Just press first one finger, then the other. Your picture comes into perfect focus. Easiest, most accurate focusing method ever invented.



YOU GET PERFECTLY

FOCUSED, PERFECTLY EXPOSED PICTURES

INDOORS OR OUT... WITH A *Graphic 35*

**GRAFLEX®**

### UNIVERSAL SPECTRAMATIC FLASH SETTINGS



With Universal Spectramatic Flash Settings, flash pictures couldn't be easier or more certain! Simply set the sliding guide number ring (1) at the guide number for the film (black and white or color) you are using. Focus through the rangefinder. Then note the color of the portion of the Visi-Ready dial opposite the pointer. (2) Move the aperture setting so that the color opposite the arrow (3) is the same as that on the Visi-Ready dial. That's all! No arithmetic. No bother or fuss. You just get perfect flash pictures always.

See the Graphic 35 and the other products shown on these pages at your Graflex dealer listed in the "yellow pages" of your local telephone directory. For free literature on these items, write Dept. MP-37, Graflex, Inc., Rochester 8, N. Y.

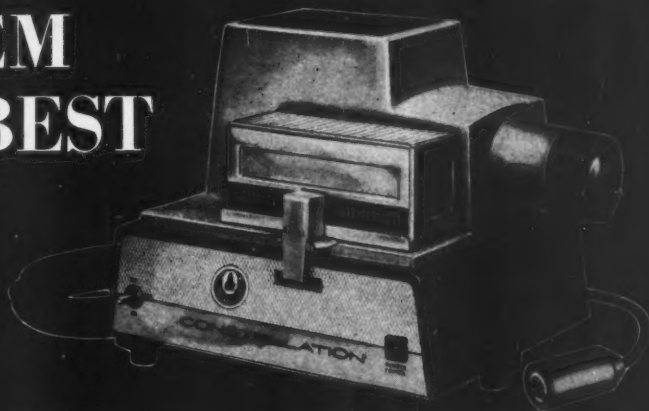
**PAY AS LITTLE AS \$5<sup>40</sup> A MONTH**

Graphic 35 with f/3.5 lens. . . . . \$89.50  
Graphic 35 with f/2.8 lens. . . . . 99.50

(Prices include camera, case and flash)

# SHOW 'EM AT THEIR BEST

## WITH A NEW GRAFLEX Constellation



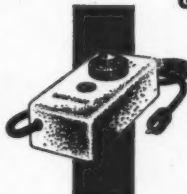
### ONLY 500 WATT FULLY AUTOMATIC SLIDE PROJECTOR UNDER \$100!

This aristocrat of slide projectors will show your 35mm slides with unequalled brilliance and clarity. Yet it costs little more than projectors using 300 watt lamps. This means you can project your pictures farther, show them bigger . . . be equipped for large or small audiences.

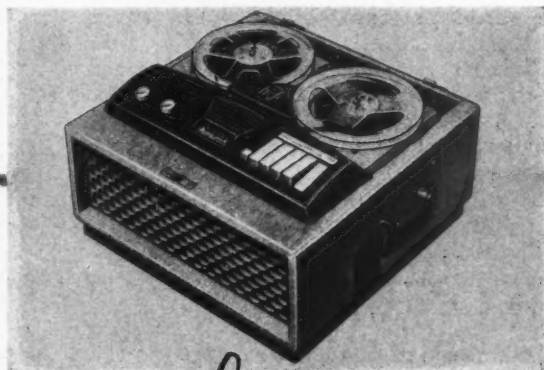
Smartly styled, it looks like a professional . . . and is. Its streamlined cast aluminum body has built-in automatic slide changer using popular Airequipt magazines with 36-slide capacity. Automatic remote control model permits push-button slide changing up to 15 feet away. Its highly efficient optical system includes a 4" f/3.3 coated projection lens and condenser and reflector lens system that

makes maximum use of the Constellation's 500 watt lamp. Silent blower and heat absorbing glass keep projector cool, protect your valuable slides.

#### GRAFLEX SLIDE-TIMER OPTIONAL



For full-time automatic operation, the Constellation can be equipped with the new Graflex Slide-Timer. No buttons to push. Just set the dial at 5, 8, 12, 15, 20 or 30 second interval showing and the Constellation runs by itself! The Slide-Timer with 10-foot cord also provides for holding and rejecting slides regardless of interval setting.



### MODEL 758 *Ampro* HI-FI TWO SPEED TAPE RECORDER

**TRULY HI-FI—Reproduces 40-15,000 Cycles!**

This versatile, high fidelity instrument will give you a lifetime of pleasure. Think of the fun you can have recording the whole thrilling world of sound with professional perfection . . . and reproducing your recordings with true "live performance" fidelity!

The Ampro has two speeds—a "voice" speed, giving up to two hours of recording on a single reel of tape—and a "high fidelity" speed for capturing music at its best. Incorporating one of the finest amplifying systems ever built into a home tape recorder, it will reproduce the full

Prices include federal tax where applicable and are subject to change without notice. Prices slightly higher in Canada.

Constellation with automatic changer, remote control and Slide-Timer . . . . .	\$99.75
Constellation with automatic changer and remote control . . . . .	89.75
Constellation with automatic changer . . . . .	67.75
Deluxe Carrying Case . . . . .	9.95

musical range from 40 to 15,000 cycles! "Piano key" controls are electronically operated, giving instant start, stop, forward, reverse and record. Two speakers—a "woofer" for bass notes, a "tweeter" for treble notes. Shuts off *completely* at end of tape. Automatic selection locator, electronic recording level "eye," by-pass for use with high fidelity sound systems. Listen to a demonstration by your Graflex dealer. Your ears will tell the difference.

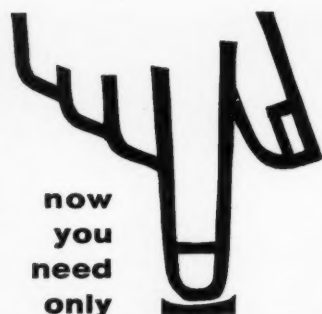
#### FULL LINE OF ACCESSORIES

Available for the Ampro Hi-Fi Tape Recorder are: a matching high fidelity console speaker, a forward-reverse foot control for starting, stopping and rewinding the recorder from a remote position, a remote control microphone which starts and stops recorder from the microphone position, and a monitoring and transcribing earphone that permits listening to recorded material without distracting others—ideal for use of the recorder as a dictating and transcribing unit at home or office.

Ampro Hi-Fi Two Speed Tape Recorder . . . . .	\$249.95
Ampro Hi-Fi Two Speed Tape Recorder with AM Radio . . . . .	284.45
Matching Console Speaker . . . . .	69.95



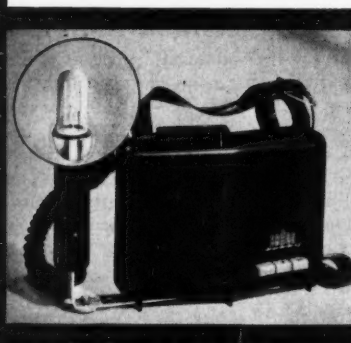
A SUBSIDIARY OF



**PUSH A BUTTON**

**BRAUN**  
**Hobby**

"Automatic"  
electronic flash unit



price with battery, without  
camera connecting cord...  
**\$106.00**

for instant selection of:

- ▶ full or half light-output  
using AC
- ▶ full or half light-output  
using storage battery
- ▶ recharge of storage battery

The BRAUN HOBBY Automatic is a flash unit that meets professional requirements yet is ideal for amateur use. With push-button ease you can instantly reduce its brilliance to half power whenever full brightness might cause overexposure.

Another unique feature is the BRAUN HOBBY's variable-beam reflector giving you normal (50°) or wide-angle (70°) coverage with just a simple twist of the reflector.

Examine the BRAUN HOBBY Automatic and see for yourself the operation features of this outstanding flash unit.

**E. LEITZ, INC.**  
468 FOURTH AVENUE, NEW YORK 16, N. Y.

# modern PHOTOGRAPHY

MARCH 1957, VOL. 21, NO. 3

## ARTICLES

- 17 MODERN TESTS THE GOLDEN NAVITAR: ASPHERIC ELEMENT LENS AVAILABLE TO THE AMATEUR
- 48 35MM CAMERA OF THE FUTURE? BEHIND-LENS SHUTTER 35 IS COMING TO THE FORE.....by John Wolbarst
- 52 PRAKTINA: FASTEST 35MM REFLEX CAMERA....by Herbert Keppler
- 54 FIVE NEW CAMERAS SPARK A TREND.....by W. C. Ball
- 58 GET MORE 35MM MILEAGE WITH ACCESSORIES .....by Norman Rothschild
- 62 NEW HAT FOR OLD: 16 IDEAS FOR 35MM PICTURE TAKING .....by Dorothy Jackson
- 78 WHAT MAKES A GOOD FEATURE PICTURE?: REVIEW OF ARTHUR ROTHSTEIN'S BOOK "PHOTOJOURNALISM".....by The Editors
- 112 NEW LENS ATTACHMENT ADAPTS LEICA M-3 VIEWFINDER TO 35MM FIELD
- 124 11TH ANNUAL PHOTO SHOW SET FOR FEBRUARY 18-24

## MOVIES

- 88 YOU CAN CREATE ANIMATED FILMS: SIMPLE SET-UP PRODUCES PROFESSIONAL RESULTS.....by Ernest M. Pittaro

## DEPARTMENTS

- 10 COFFEE BREAK WITH THE EDITORS
- 14 NEW PHOTO BOOKS
- 18 LAST WORD: LETTERS FROM OUR READERS
- 20 MODERN COLOR: WHAT TO EXPECT FROM COLOR NEGATIVE MATERIALS AND TYPE C PRINTS.....by Robert Crandall
- 24 WAYS AND MEANS: REPORT ON THREE NEW TECHNICAL ADVANCES .....by Arthur Rothstein
- 26 CAMERA CLUBS: CAMERA CLUB LIBRARIES CAN PAY FOR THEMSELVES .....by Mabel Scacheri
- 28 NEW PRODUCTS
- 36 YOUNG PHOTOGRAPHER: HUNTING DESERT ANIMALS WITH A CAMERA.....by Harry A. Goldstein
- 38 PICTURES IN A MINUTE: HOW TO USE SPEED LIGHT WITH YOUR POLAROID LAND CAMERA.....by John Wolbarst
- 41 WHAT'S AHEAD?: AUTOMATIC PROCESSING OF FILM BY AMATEURS.....by Lloyd E. Varden
- 45 SALON CALENDAR
- 82 DISCOVERY NO. 21: LARRY BIGMAN.....by Dorothy Jackson
- 84 I TRIED IT MYSELF: PRIZE WINNING PICTURES FROM MODERN'S MONTHLY CONTEST

EVERETT GELLERT, *Publisher*      AUGUSTUS WOLFMAN, *Editor-in-Chief*  
MARTIN E. SIEGEL, *Business Manager*  
JACQUELYN JUDGE, *Editor*

JOHN WOLBARST, *Man. Ed.*      HERBERT KEPPLER, *Assoc. Man. Ed.*  
MYRON A. MATZKIN, *Assoc. Ed.*      DOROTHY JACKSON, *Assoc. Ed.*  
MARJORIE THOMPSON, *Asst. Ed.*      PATRICIA CAULFIELD, *Edtl. Asst.*  
JOSEPH LUSZCZ, *Art Asst.*

ERNEST G. SCARFONE, *Art Director*  
ROBERT DORIN, *Dir. of Advtg.*      MILTON GORBULEW, *Circ. Mgr.*  
MILTON ASTROFF, *Advtg. Mgr.*      FAY TRAVERS, *Production Dir.*

COPYRIGHT © 1956, PHOTOGRAPHY PUBLISHING CORP., 33 WEST 60 ST., NEW YORK 23, N. Y. PHONE: PLAZA 7-3700. CHICAGO OFFICE: 333 N. MICHIGAN BLVD., CHICAGO, ILL. PHONE: ANDOVER 3-7132, 7133. CALIFORNIA OFFICE: 5720 WILSHIRE BLVD., LOS ANGELES 36, CALIF. PHONE: WEBSTER 8-3881. YEARLY SUBSCRIPTION, \$4.00 IN U.S.A. AND POSSESSIONS, \$4.50 IN CANADA, \$6.00 IN PAN-AMERICAN UNION AND PHILIPPINES. ELSEWHERE, \$8.00. SINGLE COPIES, 35c. CANADA, 40c. ELSEWHERE, 75c. EDITORIAL CONTRIBUTIONS MUST BE ACCOMPANIED BY RETURN POSTAGE AND WILL BE HANDLED WITH REASONABLE CARE; HOWEVER, THE PUBLISHER ASSUMES NO RESPONSIBILITY FOR RETURN OF UNSOLICITED PHOTOGRAPHS OR MANUSCRIPTS.

Member  
Audit Bureau of  
Circulations



# NOW two new lenses make your LEICA M-3

more versatile than ever



1. NEW 35mm SUMMARON gives you wide-angle vision through the M-3's famed bright-line viewfinder!

Now you can have wide-angle photography with rangefinder focusing, full parallax correction, and all of the unique operational advantages found only in the automatic Leica M-3. The new Summaron f/3.5, equipped with its own optical viewing unit, completely converts the viewfinder-rangefinder system of the M-3 to the simplest wide-angle operation. The lens has a linear diaphragm scale and the optical viewing unit is detachable for convenient storage. With a focusing range from infinity to 26 inches, the 35mm Summaron spans a view 65 degrees wide.

2. NEW 50mm SUMMICRON gives you close-up vision with viewfinder-rangefinder focusing system!

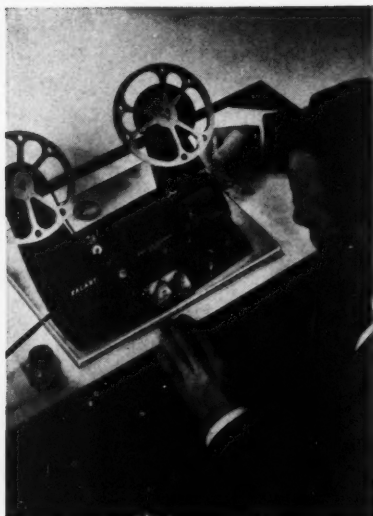
Now you can switch from normal range to close-up work, using the same lens and sighting through the camera viewfinder. The new 50mm Summicron f/2 has a unique dual-range focusing mount and optical viewing unit which permit rangefinder function and parallax correction over both focusing ranges—from infinity to 19 inches! With the new Summicron, you can obtain close-up images of areas as small as 7 x 10 inches, having reproduction ratios of from 1:15 to 1:7.5. When the lens is used in normal working range, detach the optical viewing unit from the camera. This new Summicron utilizes a linear diaphragm scale.



*See the two new lenses for the Leica M-3 at your franchised Leica dealer. He will be pleased to give you a demonstration.*

**E. LEITZ, INC., 408 FOURTH AVENUE, NEW YORK 16, N. Y.**  
Distributors of the world-famous products of  
Ernst Leitz G. m. b. H., Wetzlar, Germany—Ernst Leitz Canada Ltd.  
**LEICA CAMERAS • LENSES • MICROSCOPES • BINOCULARS**

17186



## SEE your movies when you CUT and SPLICE

If you want your movie scenes and sequences to make an entertaining show, you need the right tools to help your skill and judgment. You can cut your 8mm pictures at exactly the right frame and make strong, smooth splices with a Kalart Editor-Viewer Eight. Only with a hooded viewing screen that shows movies magnified 12 times can you see what you're doing when you cut and splice.

Join newly-processed reels into full-length shows; the Kalart Editor-Viewer Eight takes 400 feet that projects for half an hour. All moviemakers get over-exposed and under-exposed bits of film, false starts, fogged ends and unneeded leaders and it's fun to trim them out right. You separate scenes taken at different times, of different subjects and from various camera positions. You put related scenes together and distracting ones where they belong. You splice them—with titles if you like—into a smooth, interesting show. This is the enjoyable, the *creative* part of movie making!

The Bakelite housing on a rugged steel chassis and the hardwood base give you an outfit to last a lifetime. It folds flat into a 10" by 14" by 4" handy-carry carton, weighs 6 pounds and costs only \$39.50. See and try a Kalart Editor-Viewer Eight at your camera dealer's.

The **KALART** Company, Inc.  
Plainville, Connecticut

Producers of Precision Photographic  
Products since 1930:  
Flash Units, Rangefinders,  
KALART and CRAIG Movie Editing Equipment,  
VICTOR 16mm Sound Equipment

# Coffee Break WITH THE EDITORS

## THIS MONTH'S COVER . . .

Ingredients for a cover shot—camera, girl, and an idea. Sounds simple, and it is—as a starting point. But this month's cover photographer, Wingate Paine, notes that somehow all the elements in the final picture must be brought together. And that's where the work comes in making a successful cover—even when the girl is someone as pretty as model Dolores Hawkins. A picture of a girl simply holding a camera might have been rather dull. So, Paine got Miss Hawkins interested in actually looking through the eye-level reflex 35mm camera and getting the lens into focus. The original transparency was on 4 x 5 Ektachrome. Paine used an Ektar 7½ in. lens at f/11, mounted on a Deardorff view camera. One electronic flash supplied bounce lighting.

## HOW IT FEELS . . .

We've never won a photography contest and we wondered what it was like to have taken a prize-winning picture. Well, if you happened to be one of the top winners of the Modern Photography-Photography Place "Win a



TED RUSSELL

## Top winners Bullaty and Grehan . . .

Career" contest, you have an idea. Most important, of course, is the fact that several hundred thousand people got a chance to look at their pictures.



TED RUSSELL

## Look's Rothstein and Miss Bullaty . . .

In addition to having their pictures viewed by a tremendous audience, other things happened to our contest



TED RUSSELL

## Amadei, Perlmutter, and friends . . .

winners. First it was dinner at Janssen's Restaurant, on Lexington Ave., in New York City. Then, a trip cross-town to see and meet Sammy Davis, Jr., in *Mr. Wonderful*. Those who stayed in town at the Hotel Roosevelt found a crock of Romanoff's caviar in their rooms. One of the biggest surprises came at the cocktail party and print exhibition held for the winners the next afternoon at Photography Place. The two top winners discovered that in addition to the top prize of six weeks' employment at Photography Place at \$100 per week, there was more. They were presented with a weekend at Grossinger's, top resort in the mountains just outside of New York City. The second place winner can, of course, look forward to his trip to Nassau aboard the S. S. Nassau, of the Ingres-Nassau Line, leaving frigid winter weather behind him for a little while.

## NO PARKING PROBLEMS . . .

We journeyed crosstown a few weeks ago to watch a rather unusual demonstration—most people consider submarines in hotel swimming pools rather odd. But after listening to Dimitri Rebikoff describe the future of his one-man submarine as an instrument for military personnel, research scientists, photographers, or anyone just interested in taking a tour of the world beneath the sea, you get convinced that a one-man submarine demonstrated in a swimming pool isn't terribly odd after all.

The sub itself is an electrically operated unit and looks something like a glorified torpedo. You ride on top, rather than inside. Some kind of self-contained breathing apparatus is necessary right now, but future models

(Continued on page 12)

# GREAT EXPECTATIONS



## You'll fulfill them with **Contaflex**

With a Contaflex, you can expect finer pictures than you've ever taken before—because this 35mm single-lens reflex gives you such fast, easy control over every step in picture shooting. Almost compels you to take perfect shots!

- Its viewfinder shows the subject so bright and large, you can't help seeing the best possibilities for good composition—or the right moment to snap an action shot or the fleeting, winsome expression of a child.
- Both the rangefinder image and ground-glass ring appear right in the view, so you can focus sharply as you sight. And there's no parallax—even in close-ups as near as six inches.
- Its 45mm Zeiss Tessar f/2.8 lens has great depth of field—and the speed to catch scenes in poor light.
- Accidental double exposures are impossible, and its fully synchronized MXV shutter has speeds to 1/500 sec.

Built-in meter in model II gives exact light readings for perfect exposures.

Really leaves nothing to chance—yet makes every move so simple and easy that you'll find it a pleasure to operate.

See Contaflex at your nearest Zeiss Ikon dealer's.

Write for Contaflex booklet

ZEISS IKON, INC., 485 FIFTH AVENUE, NEW YORK 17



(A) Ground-glass focusing. (B) Rangefinder focusing.

Contaflex I, \$149. Contaflex II, with built-in exposure meter, \$179. Cases extra.



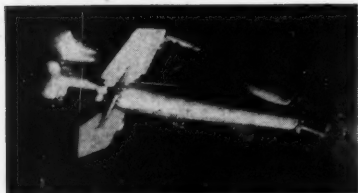


## COFFEE BREAK

(Continued from page 10)

of the Pegasus may make that unnecessary. Mr. Rebikoff whirled and dived his submarine all over the pool, riding it somewhat like a pony. The sub is equipped with running lights and also lights for photographic purposes.

A 16mm movie camera is built into the Pegasus. The films taken with the sub are rather unusual, giving one a



The wild blue under . . .

kind of passing parade view of underwater life. The sub may have some attraction to harassed motorists. It can be parked anywhere that's wet—and from what we can gather there is no dearth of parking space under the waves. Seriously though, the Pegasus should go a long way toward advancing underwater photography and research. You can travel at speeds of four knots or more on power from its battery-operated motor. The Pegasus extends the range of the free diver by a tremendous degree.

### FAST PLANE, FASTER CAMERA . . .

When the Navy-Chance Vought F8U-1 Crusader won the 1956 Thompson Trophy with a speed of 1015.428 miles per hour, the plane piloted by Cdr. R. W. "Duke" Windsor set a national speed record. A new system of timing that utilized cameras made the record official. Two Bowen cameras with 10-in. telephoto lenses shooting straight up into the air were located at each end of the 15 kilometer course. Time of passage was recorded on the edge of the film each time the Crusader flashed by.

In addition, eight Askania theodolite cameras were lined up on both sides of the course to record the plane's passage on color movie film. The second set of cameras served as a double-check on the speed.

### COMING NEXT MONTH . . .

Glamour, glamour, glamour! That's what the April issue is going to have, and in the biggest, best way that MODERN's editors have yet come up with. One 10-page package features one of the most glamorous girls in the world. Other stories will tell you how to shoot glamour, what glamour really is, and let you in on some of the secrets of the top glamour photographers. If you have a yen to learn about posing for glamour, glamour lighting, or just where glamour really started, the April issue is your cup of tea. Don't miss it.

## BLUEPRINTS FOR A

# NYI Blueprint

You Start with a FIRM FOUNDATION. NYI training includes *all* the fundamentals and "basics" of photography:

Dictionary of photographic terms • Behavior of light • Basic cameras • Image formation • Lens characteristics • Emulsion sensitivity.

You BEGIN by DOING IT YOURSELF as You learn about:

Filters • Shutter and diaphragm • Using the camera • Common faults • Composition • Practical exposure • Exposure meters • Depth of field • Practical exercises.

You STEP UP to the MORE ADVANCED PHASES OF PHOTOGRAPHY:

Moving objects • Camera angles • Copying • Small objects • Camera indoors • Camera outdoors • Surfaces • Developing • Contact printing • Enlarging • Toning • Practical applications • Negative defects • Print defects.

You LEARN TO SPECIALIZE as you acquire a thorough knowledge in all aspects of:

Press • Children • Architecture • Landscape • Illustrative • Advertising • Portrait composition • Portrait lighting • Home portraiture • Bridal • Oil coloring • Retouching • Etching • Finishing • Natural color • Motion picture • Careers • Business methods.

Included with each Course at no extra charge: Free-Lance Photographer's Handbook that lists over 1000 Picture Markets, together with their requirements, prices paid, and other important data.

Take the FIRST STEP toward MAKING MONEY WITH YOUR CAMERA—mail the coupon TODAY!

# SUCCESSFUL PHOTOGRAPHIC CAREER

YOU Can Follow the Same NYI Success Plan  
That has Trained Hundreds of Today's TOP PHOTOGRAPHERS

## + YOUR Blueprint

### Step No. ① — — —

**LOOK OVER THE FIELD!** Photography is a multi-million dollar industry—and it's growing, growing, GROWING! With the field bigger than ever, opportunities are greater than ever—the pay for trained photographers is going up, up, UP!

### Step No. ② — — —

**GET COMPLETE DETAILS** from the NYI FREE book, a gold-mine of information, illustrated with a thrilling behind-the-scenes picture of photography. Find out what it means to put yourself in the hands of an expert instruction staff, receive well-planned and finely-bound manuals and become a member of the best known photographic school in the world.

### Step No. ③ — — —

**CONSIDER THE FACTS CAREFULLY**, including our unique learn-by-doing methods and individualized attention, then see how YOU fit into this growing multi-million dollar field. Anyone with talent and ambition can succeed in a relatively short time, to acquire the knowledge and experience and confidence that is translated into highly successful pictures.

### Step No. ④ — — —

**MAKE YOUR DECISION**, based upon the information you have received and rest assured that for special help needed at any time, our instruction staff is no further than your mailbox. They will advise you on equipment, business methods, and the solving of numerous photographic problems, a service that is included throughout your photographic career.

### Step No. ⑤ — — —

**GET YOUR TRAINING!** You will enjoy NYI's soundly-organized Course—your blueprint for photographic success prepared by some of the leading photographic authorities, each a specialist in his field, that takes you step-by-step from beginning to advanced work. Important, too, is the fact that all NYI instructors are licensed by the New York State Department of Education. Not only can you complete the Course without taking time off from your present job, but you can also *earn while you learn*.

### Step No. ⑥ — — —

**TAKE YOUR PLACE** in a highly-respected profession and choose your specialty among News, Commercial, Portraiture, Magazine, Advertising, Industrial, Children, Color, wherever your preference lies. You can start right in your own home town on a local basis. You may want to open your own studio, you may prefer to free-lance, or become a staff photographer for an established studio or publication.

## NEW YORK INSTITUTE OF PHOTOGRAPHY

Dept. 117, 10 West 33rd Street, New York 1, New York

The Only Photographic School Accredited by NHSC

VETERANS: Both Resident, Home Study Courses APPROVED FOR VETERAN TRAINING

### RESIDENT TRAINING

#### COURSES

Visit, write or phone our Resident School if you prefer. On-the-Spot training. Your choice of four regular courses, or special short-term courses, tailored to your individual requirements. Complete facilities include 14 studios, 18 streamlined labs, glamorous models, all types of cameras, and the finest up-to-date Speedlight and Color equipment. Day and night sessions. Covered. Surprisingly low tuition fees! Deferred payment plan. Free Placement Service.

### QUICK REWARDS

#### for YOU who are QUICK TO ACT!

NYI training is the most complete you can get. It is quick, comprehensive and thorough. But it all depends on YOU how fast you can step out into that successful future of yours. Send today for your BLUEPRINT FOR A SUCCESSFUL PHOTOGRAPHER that shows dozens of ways you can make money with your camera and NYI training, and your 47th ANNIVERSARY PHOTOGRAPHY BOOK ALL FREE with this coupon.

47th  
YEAR



America's OLDEST and LARGEST  
PHOTOGRAPHY SCHOOL

SEND FOR FREE BOOK NOW!

### NEW YORK INSTITUTE OF PHOTOGRAPHY

Dept. 117, 10 West 33rd Street, New York 1, N. Y.

Please send me complete information regarding:

( ) Correspondence Course ( ) Resident Training

Name.....

Address.....

City.....Zone.....State.....

☐ Check if eligible under G.I. Bill.

**A 4-element  
lens  
gives sharper  
pictures\*...**

**The only  
less-than-\$50  
camera with a  
4-element lens  
is the  
Minolta 'A'**

Fully Automatic 35mm camera



\* Professional quality begins with a lens having four elements or more. Other cameras in the price range of the MINOLTA 'A' have three-element lenses which give generally poorer definition.

Plus these features: Fully automatic single-stroke film advance and shutter cocking • Brilliant, single-window coupled rangefinder/viewfinder • Famous ROKKOR 45mm 4-element f/3.5 coated lens • Fully synchronized OPTIFER MX precision shutter (1 to 1/300 sec. & bulb) • Click-stop diaphragm.  
**ONLY \$49.95**

CHIYODA KOGAKU SEIKO CO., LTD., OSAKA, JAPAN

New York Office:  
150 Broadway, New York 38, N.Y.

U.S. Sales Agent:  
The FR Corporation, 931 Brook Ave., N.Y. 51.

Canadian Agent:  
Anglophoto Ltd., Montreal/Toronto/  
Vancouver

## New Photo Books

**GERMAN PHOTOGRAPHIC ANNUAL 1957**, edited by Dr. Wolf Strache, over 200 pages. American Photographic Book Publishing Co. Price \$7.50

The German annual is, as usual, beautifully reproduced and presented. There are more color illustrations than ever, 12 pages in all, and the overall balance of color photographs is far superior to those of former years. There is a full page color photograph of wild flowers that's stunning indeed.

The black-and-white section of the book deals more heavily this year with industrial and fashion photography.

There are pictures to make up for it however, such as Horst Kratzmann's fantastic portrait of a Japanese dancer—also an excellent bullfight photograph by Christa Peters. A bullfight's a difficult subject in view of the present day's photographic enthusiasm for bullfights and the number of extremely mediocre pictures resulting from it.

Unfortunately, one can see here and there in the book a return to the former German style of "look how good this picture is because it is so sharp" school of photography, where subject becomes subordinated to the Germanic love of discipline rather than freedom of subject.

Despite this alarming overtone the book is very representative of German photography today. The technical data section is fantastically complete, with information on just about everything but the color of the photographer's eyes. Maybe next year.—H.K.

**HOW TO CHOOSE MUSIC FOR AMATEUR FILMS**, by F. Rawlings, 127 pages; **HOW TO PROCESS SUBSTANDARD FILMS**, by Leslie J. Wheeler, illustrated, 120 pages; **HOW TO WRITE FILM STORIES FOR AMATEUR FILMS**, by Richard Harrison, illustrated, 143 pages; **HOW TO FILM CHILDREN**, by Marcel Natkin, illustrated, 136 pages; and **HOW TO ANIMATE CUT-OUTS FOR AMATEUR FILMS**, by C. H. Barton, illustrated, 120 pages; all published by Focal Press, New York and London. Price \$1.75 each.

*How to Choose Music* can be a big help to the amateur movie maker just embarking on adding sound to his home productions. The book begins with a very informative discussion of the part played by music in film production. It then goes on to a chapter on applying mood music to your films, with a list of composers that may be

found suitable, and some of the mechanics involved in adding music to films. However, the book fails to get much beyond the record—and barely at all into the use of tape recorders. The book does contain a rather exhaustive list of available recordings for many kinds of movie use.

*How to process substandard films* deals with the home developing of amateur movie films. The author spends most of his time discussing the processing of reversal black-and-white film, rather than negative stock or color. The chapters deal with what happens when film is developed, what equipment you need, what you can buy, what you can make, and the various steps involved in home processing.

*How to Write Film Stories* is aimed at helping the amateur who desires to make theatrical-type motion pictures. Factors discussed are: what is a story; story structure; characterization; choosing a story; original themes; adapting from fiction; adapting from life; and other details. Sample shooting scripts are offered as a guide, showing how they were developed.

*How to Film Children* is the kind of book that, correctly used, can help the film maker prevent those dull evenings his friends come to loathe—an evening of watching every foot ever shot of the proud offspring. Much of the book is devoted to basic camera technique, but another large section is devoted to the kind of thing worth shooting in relation to children, from birth through the early formative years. It contains a wealth of good shooting material.

*How to Animate Cut-outs* is a fairly comprehensive book that covers everything from the principles of animation, through cartoons and cut-outs, equipment, making the cut-outs and backgrounds, to story lines, filming techniques, and special effects. Diagrams for a rather elaborate, but certainly practical, animation stand are presented. Step by step instructions are offered for making the cut-out dolls and animals, in addition to the methods for making movable joints. An important chapter in the book deals with timing movement. The author presents a fine way for the interested amateur to get started in animation.—M.A.M.

**THE ANATOMY OF NATURE**, by Andreas Feininger, 168 pages, 176 photographs. Crown Publishers, N. Y. Price \$5.95

That Andreas Feininger is a photographer with a fantastic technical grasp of the mechanical intricacies of photography is well-known. That his many photographic books have served as reference guides to amateurs in the first throes of the hobby and to professionals in search of a particular answer to a stumping problem is also known. We've also seen his credit line in *Life* throughout the many years he has served on its staff. So it may cause some eyebrow lifting when this reviewer states that Andreas Feininger has finally found his metier in his new book, *The Anatomy of Nature*. But it's true. (Continued on page 16)



**NOW** there are

**2**

**Minolta REFLEX CAMERAS...**

...for **PERFECTIONISTS**  
who are not afraid of  
saving money

Yes—now there are two superb reflex cameras for those who can recognize extraordinary quality even under the disguise of an extraordinarily low price tag. At \$99.50, the MINOLTA 'Autocord' is ranked by leading professionals as fully the equal of automatic twin-lens reflex cameras in the \$200-plus category. For just a bit more, the MINOLTA 'Autocord L' offers every feature of the 'Autocord' plus a built-in exposure meter system that pretty nearly thinks for the user. It's difficult to choose between the two—but it's the kind of difficulty you will enjoy. One thing is certain—whether you choose the 'Autocord' or the 'Autocord L', depending on your individual needs, you'll be getting more than your dollar's worth on every fifty cents you invest. That goes for performance, ruggedness, picture quality—everything! I.e. — you can't lose . . .



**1**

### **1 Minolta AUTOCORD**

**Fully Automatic 2 1/4 x 2 1/4 Twin-Lens Reflex**

Fully automatic film advance and shutter cocking • One-finger, single-stroke helicoid focusing • Famous ROKKOR 75mm 4-element f/3.5 coated taking lens • 75mm ROKKOR f/3.2 coated viewing lens • SEIKOSHA MPX fully synchronized precision shutter (1 to 1/500 sec. & bulb) • Brilliant Fresnel Viewing Screen

**\$99.50**

### **2 Minolta AUTOCORD 'L'**

**Fully Automatic 2 1/4 x 2 1/4 Twin-Lens Reflex**

Every Feature of the MINOLTA 'Autocord' PLUS: Built-In Exposure Meter • Direct-Reading Light-Value Scale • Super-Simple Diaphragm and Shutter Calibration in Terms of Light Values

**\$124.50**



**2**



**CHIYODA KOGAKU SEIKO CO., LTD., OSAKA, JAPAN**

New York Office: 130 Broadway, New York 38, N.Y.

U.S. Sales Agent: The FR Corporation, 951 Brook Ave., N.Y. 51.

Canadian Agent: Anglaphoto Ltd., Montreal/Toronto/Vancouver

**Airequipt**  
shows stereo  
**AUTOMATICALLY**

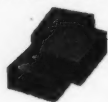
for only  
**\$29.95**  
less batteries;  
with one magazine



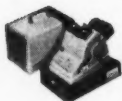
**AIREQUIPT STEREO THEATER**

You and your friends will enjoy a lifetime front-row seat at your own photo show. All your slides, 24 in each magazine, remain stored and indexed at all times.

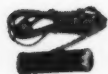
#### AIREQUIPT STEREO SYSTEM



24-slide magazines each \$1.49  
Magazine carry case \$8.98



Stereo Theater Carry Case \$10.95



AC Power Cartridge 8-foot cord... \$4.95

With variable light control — \$9.95

Pops 24 slides "on-stage" at the flick of a finger... brilliant color in breath-taking true-to-life dimension. Everyone can enjoy the Stereo Theater—it adjusts instantly to all eyes. Ground optical parts make viewing an exciting thrill.

At photo stores everywhere.

Write for free descriptive literature

**Airequipt** adds to darkroom enjoyment



AIREQUIPT 8x PRINTER 4x5... \$10.77



AIREQUIPT DIALMASTER BASE... \$17.06



AIREQUIPT PHOTOCRAT PRINTER DELUXE 4x5... \$14.39



AIREQUIPT 4-WAY BASE \$8.07

**AIREQUIPT Mfg. Co., Inc., New Rochelle, N.Y.**

## NEW PHOTO BOOKS

(Continued from page 14)

The quality that marks the good photographer is his ability to see the world in a unique way—and the skill to communicate that seeing to you through his photography. Well, for my money you can keep all of Mr. Feininger's gee-whiz telephoto triumphs. Just let me sit and gloat over his views of nature.

Did you ever compare the striations of a clam shell with the striations cut into a stone cliff by a prehistoric glacier? Feininger has, with his camera. Amazingly, nature has repeated her pattern—mountain-size and clam-size.

Have you ever really looked at the amazingly beautiful forms of leaves, worms (yes, worms!) spider webs, sea horses? Our best designers have not yet matched what nature has been doing since before recorded history.

In short, have you ever pondered the truth in that old cliché, "the wonders of nature?" Andreas Feininger has. And he writes and photographs it with such enthusiasm and precise beauty that you'll want to get up at five in the morning and start looking for a dew-filled spider web yourself.

A word of caution; this is more of a camera reporter's treatise on nature than it is a creative artist's. Feininger tells about his subject literally, but does not invest it with the artistic merit of a Weston. This is a fascinating book to read and study, but I doubt if many of the pictures will end up having a place of merit on your wall. Let us not ask for the world, however; the author has accomplished his purpose, which is to tell the reader about nature from a new point of view.

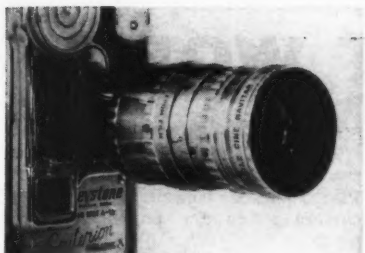
The author has not forgotten his technically minded audience in all this. He has a fine section filled with information on the kinds of cameras, lenses, films, lights, and odd accessories the nature photographer should carry along in his knapsack and how he should use them.

*The Anatomy of Nature* shows one of our famous photographers at his reportorial best, photographing his best subject, and offering us new views of many old subjects—much older than man himself. Be you armchair naturalist or cliff-hanger, you'll treasure this book.—J.J.

**THE BESELER ENLARGER GUIDE**, by Charles Coles. 126 pages, many illustrations. \$1.95. Greenberg: Publisher, New York.

Another in the "Guide" series. Mr. Coles has a broad technical background and supplies accurate information about the enlarger and general enlarging techniques.—J. W.

These and other books are available through MODERN PHOTOGRAPHY Book Store; see advertisement on page 43.



Elgeet 12mm f/1.2 Golden Navitar

## MODERN TESTS THE GOLDEN NAVITAR

Add the Elgeet Golden Navitar 12mm f/1.2 16mm movie lens to the top-flight lenses available to the amateur movie maker. Certainly it is the first lens employing the aspheric element design that sells for a price, \$129.50, that the amateur can afford.

Most lenses made in the past have used spherical or round elements. A spherical element is one that is a segment of a sphere. However, spherical lenses do not bring the image to a sharp focus. In order to correct for some of the deficiencies of the spherical design, compromises must be made between quality and speed.

The introduction of an aspheric, or non-spherical, surface into a lens whose other elements are spherical, helps to correct for deficiencies in the rest of the lens system. However, until recently, the grinding of aspheric elements has been a costly business. Elgeet Optical Co. is now marketing an aspheric lens. Aspherics hold promise for ever increasing lens speed. For a more complete discussion of the nature and potential of aspherics see MODERN, June 1956.

The Golden Navitar is a nine-element lens, eight of which are spherical and one aspherical. Its f/1.2 speed makes it the fastest wide-angle movie lens available today.

We tested the lens under a variety of shooting conditions. We found it sharp even at full aperture. In an optical bench test we discovered that its best performance, as far as maximum sharpness is concerned, is at openings from f/4 to f/16. Tests made on the bench at f/2.8, f/2 and f/1.2 substantiated our opinion that the lens was great even at the widest openings.

The Golden Navitar has an angular field of view of 60°, handy for filming in close quarters. The lens has click stops from f/1.2 to f/16 and focuses from one foot to infinity. A depth of field (zone of sharp focus) scale is engraved on the barrel of the lens. A built-in filter retaining ring accepts Series 5.5 filters. The lens is available in a C mount or Kodak mount.—ARNOLD KOTIS

30 days from today...

you will marvel at the new

# Canon 8mm

Movie Camera!

Happy waiting!



by the  
makers  
of the  
world-famous  
**Canon**  
V  
35mm camera



CANON Camera Company, Inc.  
U. S. Factory Branch: 550 Fifth Avenue, New York 36, N. Y.  
In Canada: Taylor & Pearson Ltd., Vancouver, B. C.



## STAR-D TRIPODS



ONLY  
\$25<sup>95</sup>

*Wouldn't You Like to Own*

The world's finest elevating tripod?

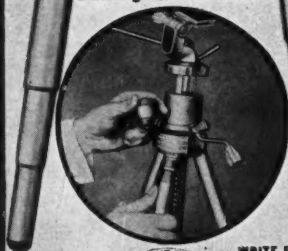
THE DISTINGUISHED MARK III

**Continental**  
CONVERTIBLE TRIPOD



In one of America's great instrument plants high production machines combine with top engineering to give you this peerless tripod at the price you can afford.

The all new—Star-D Continental—a tripod, a uniped, a walking stick—all in one—



Just unscrew the tripod leg. Attach Crown Head and you have a Uniped.

**DAVIDSON**  
MANUFACTURING CO.

WEST COVINA, CALIFORNIA, U. S. A.

WRITE FOR  
BROCHURE



## the LAST WORD

### Another Country Heard From

Sirs:

The arctic nights up here in Alaska are mighty long during January, about twenty hours long, in fact. As can be expected, hobbies play a vital role in keeping one's sanity. Your magazine seems to have the amazing faculty of hitting upon the very questions that are foremost in my mind, and sure enough, one section just happened to hit upon natural lighting indoors and the importance of catching the subject unaware.



Everyone in the bay is used to my Exakta, so I decided to try lurking in the shadows and see what I could find in the way of lighting and subject matter. Enclosed is one of my favorites, taken at  $f/2$ ,  $1/5$  sec. with Plus-X film. What appears to be back lighting is simply the reading lamp on the next bed. The object of interest is an 8mm film splicer and the subjects just happened to create a composition that I couldn't resist.

APO, Seattle, Wash. C. F. Blair, Jr.

### Buying Guide, Pro and Con

Sirs:

The camera buying guide published in your December issue is a most remarkable and outstanding compilation of data on cameras.

Mineola, N. Y. S. E. Littauer

Sirs:

The December issue of your publication is what I consider the best with its Camera Buying Guide feature. Am planning to buy a second copy and keep them for many years as references, or until you publish a later similar issue.

An issue of a similar nature on 35mm and movie projectors would be in order. Forest Junction, Wisc.

Samuel A. Huebner  
P. S. Electronic flash units too!!

Sirs:

What a lousy way to introduce a subscriber to your magazine. . . . However, I am open-minded enough to give you a second chance.

Euclid, Ohio Donald A. Sater

Sirs:

Please be advised I just finished reading your Dec. issue of MODERN PHOTOGRAPHY containing the 1957 camera guide and enjoyed it very much.

Newport, R. I. A. V. Oesterling, Jr.

### What Do you Think?

Sirs:

I have been reading MODERN PHOTOGRAPHY for more than four years, and I believe that my photographic technique (and certainly my appreciation of photography as an art) has improved considerably as a result.

Most of your articles are straightforward, honest, illuminating. Others—well, I have not wholly agreed with the point of view of some of your more esoteric contributors, but allowing for the difference in tastes of your many readers, I have not been moved to express my disagreement until I read "Let's Kill the Picture Postcard" in the October issue.

Picture postcards are not all bad. Since the advent of Kodachrome the trend has been toward pleasant, tasteful, well-composed pictures. In any selection of postcards taken at random you will find at least a few good Kodachromes, imaginatively executed and excellently reproduced. It seems to me that this trend should be encouraged. Professionals and amateurs alike should be encouraged to submit better pictures to the postcard market, and the markets should be encouraged to raise their standards. Who could do this more effectively than MODERN?

As long as people travel, they will send postcards depicting the places they visit. The better the pictures are, the better it will be for photographers and photography in general. The quality of picture postcards will not be improved by damning them as unartistic or declaring that they should be "killed." The quality of picture postcards might be improved by an article in MODERN entitled, say, LET'S RESURRECT (or revitalize or MODERNIZE) THE PICTURE POSTCARD.

Washington, D. C. Herrick R. Peterson  
*Ed note: At least one of MODERN'S editor's agrees with Mr. Peterson.*

### Beauty Is Where You Find It

Sirs:

I am favorably impressed by your use of the type of article represented by Jacquelyn Judge's discussion of beauty in the October issue (*Beauty Is Where You Find It*). I, myself, as both conventional photographer and dabbler in full color photograms, haven't missed noticing the tremendous failure of linguistic economy in the current language of photographic aesthetics.

Crownsville, Md. Bernard Taylor

# GET TWO CAMERAS IN ONE!



The one and only 35-mm.  
Single-Lens Reflex  
Rangefinder Camera that  
gives you all these features:

- ✓ Internal automatic diaphragm.
- ✓ Penta-prism eye-level viewfinder interchangeable with Waist-level finder, both utilizing split-image rangefinder.
- ✓ New, separate Newton optical viewfinder for fast action and available light photography.
- ✓ New, recessed bayonet mount affords split-second lens interchangeability.
- ✓ Focal plane shutter with speeds 1/1000 to 1 second.
- ✓ Synchronized for regular and electronic flash.
- ✓ With f2.0 58-mm. C. Z. Jena automatic Biotar lens. ....

**\$297.50**

- ✓ With f2.8 50-mm. C. Z. Jena automatic Tessar lens. ....

**\$239.50**

THE NEW, INCOMPARABLE

# PRAKTINA<sup>FX</sup>

"Should I get a reflex or a rangefinder camera?"

That's the familiar dilemma of the camera fan—now a problem you no longer have to face. Because you get both cameras in one with the new Praktina FX, an incomparable camera you will be proud to own, whose pictures you will be even prouder to show.

Want the speed, convenience and versatility of the finest rangefinder camera? You get it with the Praktina FX. Want the advantages of single-lens photography? The ideal composition and lighting control, through-the-lens depth-of-field visibility, freedom from parallax error and brilliant-

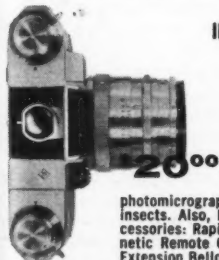
image ground-glass focusing? You get all that, too. With the incomparable Praktina FX you see exactly the picture you're going to get—and you get it every time!

What's more, the Praktina FX gives you an array of top-quality features that make it the most advanced 35mm. single-lens reflex rangefinder camera in the world. Its simplicity of operation, picture-perfect security and advanced design put it in a class by itself. For a rewarding camera experience, see—and handle—the new incomparable Praktina FX, now setting the pace in the fine camera field.

## INTERCHANGEABLE WAIST-LEVEL VIEWFINDER:

One of the Many Unique Accessories that make the Praktina FX the world's most versatile camera!

In a split-second you track in the Waist-Level Viewfinder in place of the standard equipment Penta-Prism eye-level finder. Precision-ground magnifying lens pivots into critical focusing position, enlarges images 6 times. Then you're ideally equipped to shoot portraits, copy work, photomicrography, low subject matter such as flowers, animals, insects. Also, be sure you see the other unique Praktina FX accessories: Rapid-Sequence Spring Motor, Electric Motor and Magnetic Remote Control, 50-foot Capacity Bulk Film Magazine and Extension Bellows and Tubes!



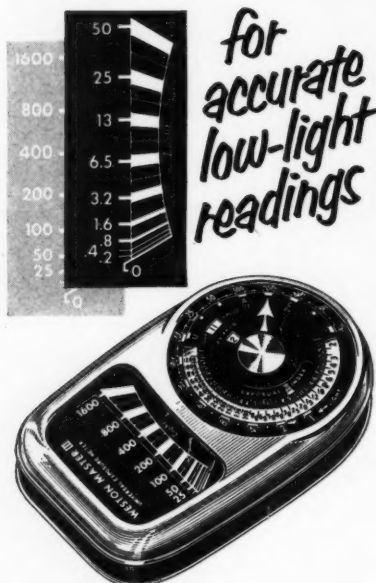
\*Photos shot with Praktina FX, f2 Biotar Lens  
Cloisters, New York City, f11, 1/100 sec., ASA80  
Aqueduct Race Track, f6.3, 1/500 sec., ASA80

Standard Camera Corporation, 500 Fifth Avenue, New York 36, N. Y. MP-1  
Mail this coupon today for your free copy of "Masterpiece of Simplicity," a valuable brand-new booklet packed with information about the new, incomparable Praktina FX, its valuable accessories and its many applications for sports, professional, industrial and other specialized uses.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**STANDARD CAMERA CORPORATION** Executive Offices: 500 Fifth Avenue, New York 36, New York

# EXCLUSIVE LOW-LIGHT SCALE...



## WESTON *Ruggedized* MASTER III

For correct exposures in low light, you not only need a highly sensitive meter, but you need one that has a light scale *easily readable* in the low light area. For this important reason, the Master III gives you a separate, and automatic, low light scale as shown above. You can read it quickly, accurately; sure at all times that your exposures will be *on-the-nose*. In fact, all features of the Master are designed to provide you with the utmost in convenience, versatility and accuracy. That's why Weston meters keep growing in favor... *the meters most photographers use*. Available at photo dealers everywhere.

**WESTON**  
**EXPOSURE METERS**  
*the meters most photographers use*

# modern COLOR

by ROBERT CRANDALL

*Color negative materials and Type C prints; what they are, how they work, some common errors to be avoided.*



The introduction by Eastman Kodak of a new color print paper labeled Type C is a natural evolution of the Kodacolor amateur print process. Photographers who have been using the Kodacolor

process during the past ten years have seen constant improvement in the quality of Kodacolor negatives and Kodacolor prints. The advantages that amateurs using this product now enjoy can, in part, be traced to the fact that the manufacturer has striven to improve the Kodacolor process for application to the professional and commercial fields. That this has been accomplished can be seen in the introduction to the professional market of Ektacolor "S" cut sheet color negative film and Type C color print paper.

Perhaps some exploration, at this point, into the negative-positive color print field will open up new vistas to the amateur. A discussion of the color negative will be helpful before discussing Kodacolor and Type C prints.

Since late in 1955, the amateur has been enjoying the roll film version (Kodacolor C, formerly known as Kodacolor CU) of Ektacolor "S" negative material, long before the cut sheet professional size appeared on the market. The most obvious improvement in this Kodacolor C roll film is that it was designed for exposure either to daylight or clear flash lamps. Referred to as a universal film, Kodacolor C obviates the necessity of changing films between outdoor and indoor shooting, and its exposure index of 32 (ASA calibrated meters) for daylight and 25 for photoflood assures better pictures over a wide range of light conditions.

### *What is a universal film?*

The term *universal* does not mean that the photographer can mix light sources of different color qualities, such as daylight and photoflood. Universal does denote that the film has sufficient latitude in the red and blue light sensitive emulsion layers to provide a printable negative image when exposed to a predominantly blue light source (daylight) or a predominantly red light source (clear flash). The three color images making up the color negative are then brought into balance

while the negative is being printed onto the color print paper by varying the quantity of the red, green, or blue in the printing light.

Less obvious, perhaps, is the fact that Kodacolor C has extremely fine grain, which gives a sharpness and clarity of detail that will now allow enlargements from 2¼ x 2¼ negatives up to 16 x 20 inches and larger. The color emulsions of Kodacolor C and Ektacolor "S" films are similar in construction, and both are processed in the same developing solutions.

Both the Kodacolor and Ektacolor emulsions have been designed to give correct color balances at exposures of 1/25 second or shorter. Because color emulsions are not proportionately sensitive at all shutter speeds, it is necessary to caution that time exposures on these emulsions may cause a shift in color balance, thereby producing unprintable results.

For the photographer using sheet film, Eastman also sells an Ektacolor "B" negative film that has been balanced out colorwise for time exposures when using a 3200K light source. Ektacolor "B," however, has been on the market for many years, and is scheduled to be replaced by the newer type Ektacolor emulsion.

### *Care of color negative films*

The Ektacolor and Kodacolor emulsions are extremely sensitive to heat and humidity; therefore, they should be stored in the refrigerator to prevent what is known as "keeping effects." The photographer would do well to plan his shooting of Ektacolor or Kodacolor so that each roll is fully exposed within a matter of two weeks at the most to avoid changes in the latent image (exposed but undeveloped image) of his first exposures. Negative quality can suffer if color processing does not take place within a reasonable time after exposure.

The Ektacolor and Kodacolor negatives produce an image with a full range of densities equal to that of a black-and-white negative. The exposure can be judged in the same manner as a black-and-white negative, by determining whether or not there is sufficient shadow detail. I would like to caution here, however, that the overall cast of orange predominating in the Ektacolor negative makes overexposure and underexposure difficult to judge. Overexposure can best be judged by a build-up of highlight density that obliterates detail in white areas, while underexposure can be judged by the lack of detail in shadow areas.

Although much has been written about the great latitude of Kodacolor, (Continued on page 22)

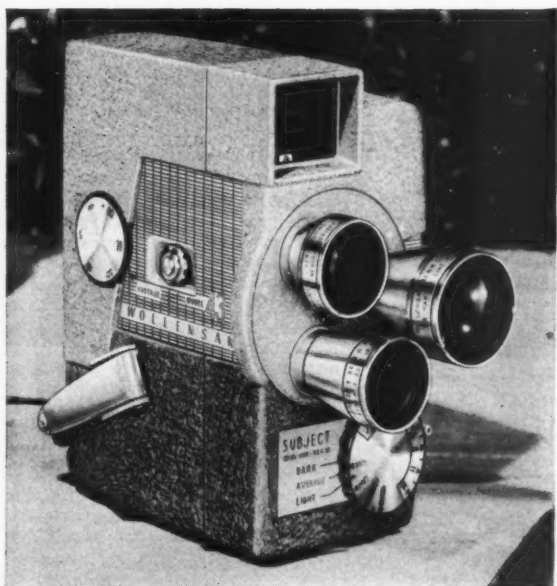


PRESENTING NEW CAMERAS, PROJECTORS & TAPE RECORDER BY

# WOLLENSAK



WORLD RENOWNED FOR FINE OPTICAL EQUIPMENT SINCE 1899



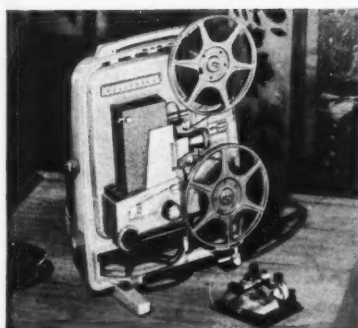
The famous ultra-fine lenses which WOLLENSAK has been making for more than fifty years are now combined with precision photographic equipment of unparalleled quality. Unique features, superb workmanship and futuramic styling give more for your money... and the WOLLENSAK name serves as your guarantee of complete satisfaction. Before you buy, be sure to see your authorized WOLLENSAK dealer and compare features, quality and price.

WOLLENSAK OPTICAL COMPANY • CHICAGO 16

**"43" 8MM TURRET CAMERA**—Sensational f/1.9 3-lens system turret with 13mm f/1.9 Normal Cine Raptar Wocoted lens in fixed focus plus conversion units in turret that rotate into place to form a 9mm f/1.9 wide-angle or 32.5mm f/1.9 telephoto. "WEATHER-EYE" exposure dial; built-in filter dial system; drop-in spool load; powerful long-run motor; rapid crank wind; large view-finder. Tax inc. . . . . \$99.50

**"42" 8MM CAMERA**—13mm f/1.9 Cine Raptar Lens. "WEATHER-EYE" exposure dial; built-in filter dial system; easy drop-in film spool loading; "Picture Window" view-finder; long run motor. Tax inc. . . . . \$69.50

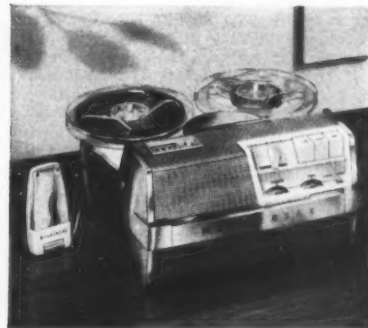
Carrying Cases for "42" and "43" Cameras, \$12.50



**"715" 8MM MOVIE PROJECTOR**—Push button controls for forward, reverse and still projection; high speed rewind knob; wide-scope projection lens; AC/DC; rheostat operation; easy threading; built-in compartment for 3-400 ft reels; removable self-contained film splicer; brilliant 500 watt illumination—750 watt optional; with modern enclosure case. . . . . \$162.50



**"815" 2x2 SLIDE PROJECTOR**—Completely automatic with no accessories to attach. Shows 36 slides (35mm, bantam or 1 1/2"x1 1/2" transparencies) intermixed, all by itself with selected time intervals. Also semi-automatic or manual operation; fast 5" F/3.5 Anastigmat lens; many features. With case, extra condenser lens and 7 magazine trays. . . . . \$149.50



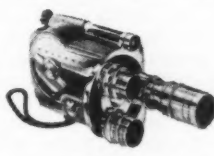
**"1500" HI-FIDELITY DUAL-SPEED TAPE RECORDER**—Only 6 1/2"x10 1/4"x11 3/4"; weight 18 lbs. 10 watts push-pull output is four times greater than ordinary recorders. "Balanced-Tone" high-fidelity; key-board control. Accepts 7" reels; tape speeds of 3.75 and 7.50 i.p.s.; index counter, etc. Complete with microphone, 2 reels, tape and cords. . . . . \$189.50



**"53" 8MM TURRET CAMERA**  
Economical spool film camera. Complete with 3 Cine Raptar Lenses; f/1.9 Normal, f/1.8 Wide Angle, f/2.5 Telephoto. Tax inc. . . \$199.50



**"23" 8MM MAGAZINE TURRET**  
Superb in performance. Equipped with 3 Cine Raptar Lenses; f/1.9 Normal, f/1.8 Wide Angle, f/2.5 Telephoto. Tax inc. . . . . \$239.50



**"93" 16MM MAGAZINE TURRET**  
Peer of 16 mms! Equipped with 3 Cine Raptar Lenses; f/1.9 Normal, f/2.5 Wide Angle, 3" f/2.8 Telephoto. Tax inc. . . \$267.50



**"10" STEREO CAMERA**  
Fast f/2.7 Matched Amaton Lenses. Super-accurate Rapax shutters. Many other outstanding features. Tax inc. \$199.50

Flash Gun for above, \$15.00

When you have to  
be sure...  
Depend on  
**WOLLENSAK**

## THE DAGOR STORY



### • Why Buy One?

If your camera has an interchangeable lensboard, such as Graflex, Linhof, or any view camera, be sure you equip it with a **GOERZ GOLDEN DAGOR** Lens. Negatives made with this lens will delight the connoisseur. If you already have a standard lens, widen the scope of your camera by adding a longer focal length DAGOR for better perspective in close-ups or portraits. For photography in close quarters get a **WIDE-ANGLE DAGOR** of 100° coverage!

### • What About Lens Speed?

Speed in a lens can be obtained only by sacrificing to a great degree depth of focus, angle of view and covering power. The **GOERZ GOLDEN DAGOR** has all these qualities and can produce negatives that are *unmatched by comparably faster lenses*. Today's fast color emulsions, triple speed B & W films and vastly superior lighting are excellent reasons why you should use a medium speed lens. When selecting your lens, don't go for speed—go for quality.

### • Covering Power?

The **GOERZ GOLDEN DAGOR** will cover an angle of view of 87°—equivalent to covering a film with a diagonal of twice the focal length. The DAGOR also gives great satisfaction for wide-angle work. A 6" DAGOR, for instance, rated to cover 4"x5" at F:6.8 will cover almost an 8"x10" film when stopped down.

### • Color Correction?

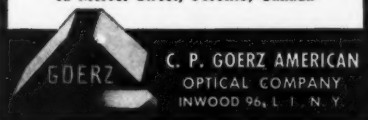
The ideal color correction of the DAGOR, combined with its outstanding ability to give even illumination over the entire format, ranks the DAGOR highest among color photographers in all fields. There is no falling off of exposure or fuzziness at the edges, so annoying with inferior lenses when color film is being used.

### • Its Construction?

Buy a **GOLDEN DAGOR** and get two lenses for the price of one. Unscrew the front or rear element and you increase your focal length 75% at a speed of F:13. A wonderful portrait and landscape lens with increased perspective! **GOERZ GOLDEN DAGOR** lenses are available from 6" to 12" and **WIDE-ANGLE DAGOR** from 3½" to 6½" in Compur, Rapax and Acme shutters. For example, an 8¼" DAGOR in Synchro-Compur MX sells for \$179.50.

**Warning:** Beware of so-called "new" or "factory-reconditioned" **GOERZ-BERLIN** lenses; they have not been made in 30 years.

Canadian Distributor: **E. W. BOOTH LTD.**  
12 Mercer Street, Toronto, Canada



## MODERN COLOR

(Continued from page 20)

my personal experience shows that the exposure range within which the ultimate quality is obtained is only plus or minus ½ f-stop from normal. Beyond this range there will be a definite printing loss in highlight detail or shadow detail, depending on whether over- or underexposed. For secondary quality, a latitude of plus or minus 1½ stops will still give a printable image for the middle tone densities.

### Black-and-white prints from color negatives

The important thing to remember is that only a full quality negative can possibly give a quality print. If you have darkroom facilities, you can make black-and-white prints of amazing quality from Kodacolor negatives on Kodabromide No. 3 enlarging paper. Contact paper is too slow for printing Kodacolor negatives, but enlarging paper will provide a method of securing prints and of judging which negatives are suitable for color printing. Many of my photographer clients use this method, and find that it saves money for them. Although the exposure time is lengthy, we have achieved beautiful black-and-white enlargements from Kodacolor negatives.

The color fidelity potential of both Kodacolor and Ektacolor "S" definitely puts each into the professional field; and, as with Kodachrome, the amateur can content himself in knowing that the color film he is using now is of professional quality.

### Some shooting suggestions

How to correct for some of the more common faults which show up in Kodacolor printing laboratories:

**Too much contrast.** Remember that although the Ektacolor negative can hold a full range of tonal densities, it is impossible for any print medium on the market today to reproduce them. So, if you're really after that extra quality, I would suggest flash fill or a white reflector to build up those important shadow details. This will compress the density range of your negative and more accurately reproduce the tonal range of the subject in the positive print. The great difference between the amateur and the professional is the fill light that the professional carefully controls. Conversely, back lighting with the subject in shadow is difficult, due to the fact that there is too little modeling (low contrast) within the subject.

**Too small a subject.** A good rule of thumb with people as subjects is to come in close, keeping in mind that although the negative is sharp, the print loses a slight amount of definition because of its paper surface and its lower contrast.

**Pale colors.** Pale and sickly colors often spoil what otherwise would be a good print. The same compression factor of the print paper, particularly

in production printing on wallet size prints, reduces pastels to near-white.

**Confusing backgrounds.** Remember, you're shooting color and not black-and-white. Don't use the shingles of a house or the backyard. The simpler the background, the better; and, in general, the more colorful, the more pleasing.

**Important areas on the edges.** In production laboratories, the automatic printing machines mask off a small amount of each negative, so compose your subject so that no important areas are on the edge of the frame.

### Sources, materials for printing

Eastman Kodak Co. has been offering and continues to offer a fine Kodacolor print service through its dealers. Most of you have purchased Kodacolor prints, and are fully aware of both the service and the quality. It is also possible for amateurs to obtain color prints at independent laboratories which, like Eastman Kodak Co., are set up with electronic printers and automatic processors to print thousands of Kodacolor negatives each day.

The general quality from such a source is sufficient for the average amateur, but the more advanced amateur who has taken great pains to produce a set of fine negatives often-times finds fault with the final result. He must realize that in production printing the color balance is obtained electronically on an overall negative basis, and the results can hardly be compared to a custom print made by methods of selective color balance and exposure. In such a custom print, Type C can satisfy the most critical of color photographers. Designed to yield high quality color prints from Ektacolor and Kodacolor negatives, Type C is coated on a medium weight paper base with a semi-matte or glossy surface. Type C color print paper is just coming out of the pre-production stage in most custom color print laboratories around the country.

At the time this article was written, my color laboratory had produced many reproduction quality color prints on Type C for national advertisers. This is an indication of the ultimate quality possible on Type C, provided, of course, that the original color negative is properly exposed and developed.

Type C print paper can give the printer the same controls he has over black-and-white during the enlarging process. A custom print can be dodged to open shadows, or highlights can be burned in, without affecting color balance. As the print is made in a conventional enlarger, cropping and sizes up to 16 x 20 are no problem.

It is my feeling that this year will see the custom color laboratories offering a custom color print to the amateur photographer at a fraction of the cost of a Dye Transfer. It is still too early to pinpoint custom print prices, but an 8 x 10 will be in the neighborhood of \$10 to \$20, depending on the quality and production facilities of the individual laboratory.—THE END

THE NEW  
*automatic*

# EXA

fits  
every  
pocket  
and  
purse...



The Automatic Exa is one of the world's most prized cameras because it gives you the outstanding advantages of 35-mm. automatic single lens reflex photography. A streamlined version of the Exakta, the Exa is a marvel of 35-mm. precision miniature engineering which has become one of the most sought-after additions to the working shelf of the most critical camera fan. Measuring only 5"x3½"x2", the Exa is small, and can be put into your pocket. The Exa is so designed that most Exakta equipment is interchangeable with its own. Every Exakta owner will find the Exa to be a welcome fulfillment of his wish for a second camera for himself, or as a gift for his family or favorite friend.

With its single reflex design, the Exa provides you with a preview of the exact, true picture that your film will record as seen in the viewfinder. As thousands upon thousands have discovered, the Exa is one of the mightiest little giants in all photodom.

Exa with Penta Prism and Split-image Rangefinder and 50-mm.,  
f/2.8 Isco Westanar Lens with Automatic Diaphragm.....\$165.00

Exa with Waist level reflex finder and 50-mm., f/2.9 Meritar Lens  
with Preset Diaphragm..... 79.50

Exa camera, body only, with Waist level reflex finder..... 59.50

*Should you choose to make an Exa camera yours — you will have this assurance; in any company of cameras whether foreign or domestic, there is nothing to challenge the distinction of an Exa. Your dealer will gladly demonstrate an Exa to you.*

**EXAKTA CAMERA COMPANY, 705 Bronx River Road, Bronxville 8, N. Y.**

Exclusive Factory Appointed Representative in the U.S.A. for Sales & Service of Exakta and Exa Cameras





Only KALLOFLEX'S  
Coaxial Winding and Focusing  
Action Leaves One Hand Ready  
To Shoot At All Times!



Never before has a professional reflex been designed for split-second consecutive exposures . . . Kalloflex uses both hands, and divides the operational motions logically. One hand winds and focuses, the other fires away. And that's not all! The 75mm f:3.5 4-element PROMINAR taking lens, features an amazing resolution of 125 lines per mm wide open; rationally sloped convex viewing screen is 50% brighter in the center, 5 times brighter at the edges; click stops on diaphragm as well as on FMX shutter to 1/500th; and much much more. All for only \$119.50 (plus case)

At your dealer or write for complete details:  
U.S. Factory Branch (Sales & Service)  
KOWA OPTICAL CORP., 250 Fifth Ave., N. Y. 1, N. Y.  
In Canada: W. Carson & Co., Ltd., 66 Tyne St., Toronto 16, Ont.

**KALLOFLEX**  
automat

# Ways and Means

by **ARTHUR ROTHSTEIN**

Technical Director of Photography, *Look Magazine*

*An introduction to Reva Brooks, photographer of Mexico; and reports on three new technical advances.*



Eight years ago Reva Brooks was given a Rolleicord by her husband, Leonard, so she could photograph his paintings. Instead, Mrs. Brooks took pictures of people and became so fascinated with the revealing medium of photography that she became a serious student and is now a professional photographer, represented by the Gamma agency in New York.

Although Reva and Leonard Brooks are natives of Canada, they have taken up residence in Mexico and like living there so much that they are now building a house with a complete darkroom.

On a recent visit to this country, Mrs. Brooks and I had an opportunity to discuss her methods and look at her work. Like many creative workers, her ways and means are extremely simple.

Reva Brooks has graduated from a Rolleicord to a Rolleiflex, and she always uses existing light. She prefers a film like Verichrome Pan for its fine grain combined with relatively high speed. For the same reason, she uses Promicrol for development. Her enlarger is an Omega, and she uses Varigam paper in the BT surface.

For the amateur, the low price of 8 for 49c is a great advantage. I found also that the baseless bulbs weigh less and take up less space, and cupped hands can easily hold 24 of them. The PF1 has a guide number of 145 with fast films at 1/100 second. For use with daylight type color, the PF1B has a guide number of 40 at 1/50 sec. with Anscochrome and Ektachrome.



Reva Brooks approaches her subjects with warmth and understanding, resulting in such portraits as "Alicia."

Mrs. Brooks worked out her own methods, being quite isolated from other photographers, while living in the town of San Miguel d'Allende.

Working in Mexico, where most photographers succumb to the superficial and picturesque qualities of the country, Reva Brooks has captured a vivid and poignant record of the Mexican people, with the warmth and the understanding which result from a close association and knowledge of their problems and their way of life. She has done this by being both sympathetic and unobtrusive.

Of her photographs Edward Weston said, "I like your way of seeing."

And the artist Tamayo said, "They speak to our heart."

## New baseless bulbs by Amplex

The reduction of a flashbulb to its essentials has been accomplished in the Amplex PF1, which eliminates the metal base. The bulb is inserted into a suitable adapter and bulb ejector that remains permanently in the flashgun.

This type of bulb has been in use in Europe for some time and flashguns designed specifically for baseless bulbs are available there. American manufacturers are expected to design and produce flashguns that accept the bulb directly, too.

For the amateur, the low price of 8 for 49c is a great advantage. I found also that the baseless bulbs weigh less and take up less space, and cupped hands can easily hold 24 of them. The PF1 has a guide number of 145 with fast films at 1/100 second. For use with daylight type color, the PF1B has a guide number of 40 at 1/50 sec. with Anscochrome and Ektachrome.

## Prints from scratched negatives

Photographers who print from miniature or sub-miniature negatives must cope with the problem of surface lint, dust, scratches and fingerprints. These small imperfections result from handling and filing the negatives as well as from the passage of the film through the camera.

According to Dr. C. Guy Suits, Director of Research at General Electric, most of this damage is on the film base or the gelatine overcoating. The scratches are magnified during the considerable enlargement of the small negatives, and tend to refract the light rays excessively, resulting in spots and white lines on the print.

One expedient has been to use a material like Vaseline to fill in these scratches. However, such a material is messy, attracts more dust, and is hard to remove.

Some time ago, Dr. Suits announced

that if film were immersed in a silicone liquid compound which he called Refractasil, the scratches and defects would become invisible, because this liquid has the same index of refraction as the emulsion. (This was first reported in the Oct. 1954 issue of MODERN.)

Further, the silicone liquid is water white, nontoxic, does not affect film, is odorless, of the proper viscosity, with just the right vapor pressure so that it does not evaporate while in use, and does not stick to the film when wiped off.

The practical application of this discovery required the design of a suitable negative carrier. This has just been produced by Simmon Brothers. Called the Refractamatic 35, it will sell for \$97.50 and by its use, perfect prints may be made from scratched or damaged negatives (see illustration, page 30).

#### Viewing device for tele lenses

One of the problems with telephoto lenses is that as they get longer, focus-



New viewing and focusing device for tele lenses. Here, Astro 300mm f/3.5 with Kilarscope and 6x30 monocular.

ing is more critical and the angle of view is narrower. In sports and other forms of action photography, a quick method of focusing and following the subject accurately is a necessity. This problem has been solved by an ingenious device built for *Look* Magazine by Fred Weiner of Photokraft Co., 133 E. 43rd St., New York City.

The telephoto lens is used with a reflex housing for focusing.

Because of the difficulty of seeing when the lens is stopped down, half of a 6 x 30 binocular is mounted on a bracket near the eyepiece of the reflex housing. This "monocular" has an adjustment for parallax correction, an individual focusing eyepiece, and a rectangle drawn in the eyepiece to indicate the exact field of view. There is enough of the scene visible outside the rectangle to aid in following action and capturing the best moment.

—THE END



## GERMANY'S FINEST:



the new

# DiAx IIb

The first realistically priced 35mm PRECISION CAMERA with top quality INTERCHANGEABLE SCHNEIDER LENSES — ALL COUPLED to the rangefinder

YOU GET ALL THE FEATURES OF A HIGH-PRICED 35mm CAMERA . . .

- DIAX ONE Stroke Rapid Winding Lever: One flip of your finger transports film, cocks shutter and counts exposures. No unintentional double exposures.
- DIAX fully Interchangeable SCHNEIDER lenses: You can take any type of photograph with the coated, high-quality clickstop objectives, ranging from 35mm up to 135mm.
- DIAX Rangefinder/Viewfinder: You focus fast and easily with the bright, sharp image of the single-window, superimposed range/viewfinder, coupling to ALL lenses. A viewfinder for 85/90mm lenses is BUILT-IN as well.
- DIAX PROXIMETERS: Your rangefinder is coupled all the way down to 10 inches!
- DIAX SYNCHRO-COMPUR Shutter: You have your choice from 1 sec.—1/500 sec., plus B(T), selftimer, full MX synchronization at any speed.
- DIAX uses standard 35mm film: You easily load your DIAX from the back, set your ASA speed on the film indicator and start shooting.
- DIAX Accessories: Make your own selection from ONE set of glass filters and ONE lens hood to fit ALL DIAX lenses, the top-grain leather cases, attachable exposure meter, etc.
- DIAX Construction: You'll like the compact, modern design, the attractive chrome finish, the rigid precision mechanism and the robust construction for lifelong use.

#### . . . AT A FRACTION OF THE COST:

DIAX IIb w/Isconar 50mm f/3.5	.....\$99.50
DIAX IIb w/Xenar 50mm f/2.8	.....139.50
DIAX IIb w/Xenar 50mm f/2	.....169.50
DIAX Ib w/Westar 50mm f/3.5	.....69.50
DIAX Ib w/Isconar 50mm f/3.5	.....79.50
DIAX Ib w/Xenar 50mm f/2.8	.....109.50
DIAX Ib w/Xenar 50mm f/2	.....139.50

DIAX lenses fitting both DIAX IIb & DIAX Ib:

Weston 35mm f/3.5	.....\$49.50
Xenagon 35mm f/3.5	.....79.50
Isconar 85mm f/4.5	.....49.50
Tele-Xenar 90mm f/3.5	.....99.50
Tele-Xenar 135mm f/4	.....109.50

# DiAx Ib



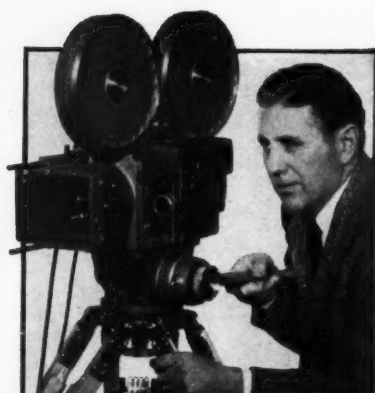
DIAX Ib: Same as DIAX IIb but with third viewfinder for 35mm lens instead of rangefinder.

The DIAX-SYSTEM: A new photographic standard for high precision, top-quality optics and utmost versatility—at the lowest possible cost.

See your dealer today—or write for illustrated brochure MD-3.

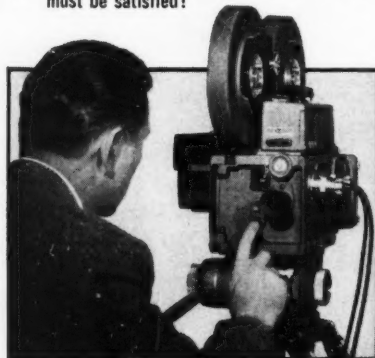
Karl HEITZ Inc.

HIGH PRECISION PHOTO EQUIPMENT  
Binoculars • Microscopes • Instruments  
480 LEXINGTON, NEW YORK 17, ELdorado 5-5691



**Preferred by  
PROFESSIONALS**  
THE ALL NEW  
**"AURICON  
PRO-600"**  
for 16mm Optical Sound-On-Film

- ★ Self-blinded for completely quiet studio operation. Your sound-recording microphone never picks up "Pro-600" Camera noise!
- ★ 600 ft. film Magazines, for 16 minutes of continuous "Talking-Picture" filming.
- ★ Synchronous Motor Drive for "Single-System" or "Double-System" Recording.
- ★ \$1,165.00 list...for "Auricon Pro-600" Model CM-75 "Double-System" professional picture-camera with built-in features. Also available at added cost is "Single-System" equipment for Optical Sound-Track-On-Film, also View-Finders, 3-Lens Turret, Critical Ground-Glass Focusing, Tele-Finders, etc. . . .
- ★ Sold with 30 day money-back guarantee, you must be satisfied!



Write for free illustrated  
"Auricon Pro-600" literature.

**Auricon**  
A PRODUCT OF  
**BERNDT-BACH, INC.**

6918 Romaine Street, Hollywood 38, Calif.

MANUFACTURERS OF SOUND-ON-FILM  
RECORDING EQUIPMENT SINCE 1911

# the CAMERA CLUBS

by MABEL SCACHERI

**Camera club libraries can pay for themselves, and even show a profit for your club treasury.**



When I visit the quarters of those camera clubs fortunate enough to have a permanent club home, they show me their darkroom with two or three or four enlargers, their big print washer, their big

new screen for projecting slides, their handy shelves and cupboards built with their own loving hands, but seldom do I see a capacious set of shelves to hold a club library. How come?

Such a library would be a form of protection for the advanced members, it seems to me. They are always being asked questions by the beginners, naturally, and many of the queries do sound rather in the vein of little Johnny's "Daddy, what keeps the sky from falling on our heads?" You can't send Johnny to a book, but you can place some very helpful volumes in the hands of those tyros who ask what is depth of field, circle of confusion, covering power of a lens, focal length, reciprocity failure, F, X, and M sync, chemical fog, dodging—all the photo jargon.

The human race being what it is, you had better keep your photo books in a locked cupboard, and have members sign up for the books they take out. Charge a fee, a few cents a week, with a time limit on the use of each book, and the library will pay for itself and even show a profit for the treasury.

## Where to look for books

Now, just what books shall you buy for your club? A simple first step is to write for a free book catalog to Amphoto, 33 W. 60th St., New York 23, the book-publishing affiliate of MODERN PHOTOGRAPHY. They have hundreds of books listed by subject, indexed by title and by author's name, with special lists of new books and outstanding books.

Appearing on both lists is *The Amateur's Guide to Better Pictures*, by H. S. Zims and R. W. Burnett; 160 pages for only \$1.95. That should answer a lot of those "little Johnny" questions.

Color slides are the big interest of many camera clubs nowadays, so you might consider Walter Benzer's *Color Magic*, and *Slides, Mounting, Project-*

*tion and Storing* by Norman Rothchild and George B. Wright. The latter might keep your beginners from bungling up their slide-mounting so that each slide sticks and balks going through the projector.

Books on lighting and on flash, especially electronic flash, will help your new members to get much more out of lighting demonstrations at your club. I've never seen a demonstration yet in which the demonstrator made his lamp placement really clear.

## Don't neglect the picture books

Among the most useful books for beginners and advanced members alike are the "picture books," collections of fine photographs to study and discuss, such as *The Europeans* by H. Cartier-Bresson, or the photographic annuals, such as the German annual, or Hall and Burton's *Photography Yearbook*. Prices of these collections are higher than most photo manuals and how-to-do-it books, so a good many amateurs merely yearn for but do not own these highly instructive examples of what a camera can do in the right hands. By all means have some samples of fine photographs on your library shelves.

One trait of beginners, and also those who should be wiser, is to crave a book on a specific camera. To be sure, all cameras work the same, basically, but the fans want a special opus on the Leica, the Nikon, the Rollei, etc. *Fritz Henle's Guide to Rollei Photography*, by Fritz Henle and George B. Wright, is a new one your club would thrive on, and you will find a lot more such guide books, at \$1.95 each, listed on page 21 of the Amphoto catalog.

A new edition, the thirty-third printing, of *All in One Camera Book* by W. D. Emanuel is now available, at \$2.50, full of pictures and useful information. And all photographers eagerly comb through the *British Journal Photographic Almanac* for formulas and photo tips. Also \$2.50.

Every shutterbug photographs his children or his nieces and nephews, and he will be much better at it if he first reads *Child Photography the Modern Way* by Josef Schneider, \$4.95.

For some reason, the less expert an amateur is the more he revels in trying photographic tricks. For these people there is *All the Photo Tricks* by Edwin Smith, at \$3.75.

As you know, a magic phrase today is "available light." Just how poor can the light be and still give you a printable negative? Your club can wise up on this topic by reading *Available*



*Light and Your Camera*, an Amphoto volume, at \$5.

Most camera clubs harbor a good many ambitious members who think they might some day go in for professional photography, especially in that field supposed to be so full of wild adventure, photojournalism. For them there is a first rate book with more than 200 pictures, *Photojournalism: Pictures for Magazines and Newspapers*, by Arthur Rothstein, technical director of *Look* magazine's photo department, and one of the best in the business. (See page 78 for more about this new book.) The price is \$5.95.

Lenses are a matter of mystery to a great many amateurs, and it is far easier to master the facts from a book than from listening to the rambling remarks of a guest speaker. You will find a number of books listed under optics in the Amphoto catalog, one of the newest being *Optics, the Technique of Definition*, by Arthur Cox, \$5.75.

I'd say without fear of successful contradiction that one kind of photography the shutterbugs do least well is portraiture. Several books are listed under this heading. Composition is also a scare-word to beginners, who can learn the terminology and the sound old rules from *Making Effective Photographs* by L. Whitney Standish, \$4.95.

In fact, most of those "little Johnny" questions from beginners arise from the awesome photographic vocabulary, bound to strike a chill to the heart of the uninitiated. The easiest way to clear up the meaning of the various terms is obviously to consult a photographic dictionary. A new one is *Dictionary of Photography* by A. L. M. Sowerby, \$10.

### Light up the darkroom

Probably I should not have left until last those vital subjects of film processing and making good enlargements. In the darkroom, that's where beginners really come up with the questions! True, you can't learn darkroom work entirely from a book, or at least not easily, but if your beginners will read up on the subject first, before you put them through their paces by actually doing the deed in the darkroom, they will catch on much faster. Many good books are listed under developing, printing, and enlarging.

No one of the books I have mentioned is fabulously expensive, but add up the price of all the books club members would just love to have handy for reference and the sum is more than some of them could spare. It is not too much for the club, however, since, as I pointed out, the rental fees soon pay for the books, and eventually even add up to a profit for the club treasury.

—THE END



MARCH, 1957

★ don't buy any camera  
★ until you check ★ ★ ★

★ OLYMPUS ★

★ 69<sup>95</sup> ★

★ The low-priced 35mm camera  
★ that's PACKED with expensive-camera  
★ features. America's  
★ greatest value!



### ★ OLYMPUS FEATURES

1. Five Element Construction Lens
2. Pyrex pressure plate. Can't warp.
3. Shutter speeds: B, 1 to 1/500 second
4. Lens: E Zuiko f/2.8, fully coated
5. Single window rangefinder/viewfinder
6. Rapid sequence lever
7. Lever cocks shutter, counts exposure
8. Special button for trick double exp.
9. All scale settings visible from top
10. Red dot shows when shutter is cocked
11. Click stops to f/16
12. Fold down rewind lever
13. Window shows film speed in use
14. Film counter automatically zeros
15. Mfd. by Olympus Optical Co., Tokyo

### ★ HOW YOU BENEFIT

1. Gives needle-sharp definition
2. OVERALL sharpness over all negs.
3. Make any shot, even fastest action
4. Perfect resolution. No aberration.
5. Focus and compose at the same time
6. Get every shot. 36 exp. in 30 seconds
7. No accidental double exposures
8. Ideal for special effects
9. Allows fast action, saves fumbling
10. No misses. You forget, it remembers
11. Change f/stop, keep eye at finder
12. Keeps out of your way
13. No mistaking color for black/white
14. Ultra-fast, accurate reloading
15. World famous reliability

SEE—TRY THE OLYMPUS! WRITE BROCKWAY FOR A BROCHURE!  
**BROCKWAY CAMERA CORPORATION**  
1114 FIRST AVENUE, NEW YORK CITY 21, N. Y.

Canadian Distributor: W. CARSEN & CO.,  
88 TYCOS DRIVE, TORONTO, CAN.



BUY IT FROM YOUR PHOTO DEALER

27

You don't have  
to move to  
larger quarters

TO ENJOY

**WIDE**  
SCREEN MOVIES



USE THE

**Elgeet**  
**CINEMATAR**  
**WIDE SCREEN 8**  
**PROJECTION LENS**  
**ATTACHMENT**

- MOVIES 4X NORMAL SIZE
- FILL 30" x 40" SCREEN AT 10 FEET
- AVAILABLE FOR ALL MAKES OF PROJECTORS

... fits over regular lens  
with positive locking device.

• Price: **\$11.95**

Write for free folder on Elgeet  
wide screen 8, and all Elgeet  
Cinematat movie camera lenses

**Elgeet** OPTICAL COMPANY, INC.  
832 SMITH STREET, ROCHESTER, N. Y.  
"Makers Of The World's Finest Lenses"

## NEW products

### Big Winding Knob for Hasselblad



An oversize winding knob is now being marketed for the Hasselblad 2 1/4 x 2 1/4 single-lens reflex camera. The knob is designed to provide a better grip on the regular film-winding knob of the camera. Made of black-enameled aluminum, the knob slips over the regular Hasselblad winding knob and is fastened in place by means of screws included with the knob. Price of the oversize winding knob is \$3.50. For additional information, write:

WILLOUGHBY'S  
110 WEST 32 STREET, NEW YORK CITY 1.

### Jet Electronic Flash Fits Gadget Bag



The new Ultrablitz Jet electronic flash unit is small enough to fit into a gadget bag. Measuring 8 1/2 x 5 1/2 x 2 1/2 in., it weighs 3 lb. 9 oz. One of the features of the unit is a battery-saver switch, located on the flash head, that permits using only half the regular power output. At full power the unit gives 80-watt-seconds output, with a guide number of 250 for black-and-white film, such as Eastman Kodak, Tri-X, and 65 for daylight Anscochrome. Flash duration is 1/1000 sec. At half power, flash duration is 1/2000 sec. A dual purpose reflector has two separate settings for angle of flash head. One is for use with standard and telephoto lenses and the other for wide-angle lenses. A built-in diffuser screen is designed to eliminate hot spots, and is said to render even light distribution. The unit may be operated on either four D cell batteries or on AC. A built-in ready light shows recycling time, with about 7 to 10 seconds needed between flashes. The Jet's shape is designed to mould to the side of the wearer to eliminate banging and flopping. The Jet sells for \$69.95. For more information, write:

ALLIED IMPEX CORP.  
17 WEST 17 ST., NEW YORK CITY

### Solution for Film Protection

Film Guard is a protective solution for negatives, prints, movie film, transparencies, and microfilm reels. Designed initially as a solution for preventing scratches to negatives and prints, Film Guard is said to prevent buckling and popping, too. It is also claimed that the liquid will repel dust, and guard against finger marks and atmospheric vapors. The manufacturer states that fading in color slides and prints is retarded to a degree sufficient to double or triple normal life. Treated slides and prints withstand surface

(Continued on page 30)

FOR SALON QUALITY PRINTS

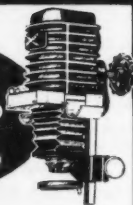
## SUN RAY

America's Best  
Enlarger Buy

ZENITH "35"  
35 mm

Complete with  
Condensers  
without Lens \$64.50

with 2" f4.5  
Coated Lens  
and Click Stops \$79.50



ARNOLD "D"

2 1/4 x 3 1/4

Complete with  
Condensers 3 1/2"  
f4.5 Coated Lens  
and Click Stops  
\$92.50



MASTERCRAFT

"23"

2 1/4 x 3 1/4

Complete with 3 1/2"  
f6.3 Coated Lens  
\$52.50



SUN RAY PHOTO CO. INC.

301 Lafayette St., New York 12, N. Y.

At your dealer or send for descriptive literature

## Quick, Low Cost SLIDE PROTECTION

With KIMAC Protectors



Prevents  
Scratches  
Finger-  
prints and  
Abrasion  
Marks

Made from Kodapak Sheet

NO FUSS, NO BOTHER — Just  
Slip On A KIMAC PROTECTOR

These plastic envelopes may be used with  
all standard cardboard mounts, includ-  
ing Kodak and Ansco. Sealed edge prevents  
snagging in films or viewing. No printing  
to obscure title. Packed in reusable file  
box.

Box of 100 Stereo Protectors ..... \$3.75  
Box of 1000 Stereo Protectors ..... \$25.00  
Box of 100—2" x 2" Protectors ..... \$2.75  
Box of 1000 2" x 2" Protectors ..... \$20.00  
Box of 100 2 1/4" x 2 1/4" Protectors ..... \$4.00

Send check or money order with  
dealer's name for immediate shipment.  
We pay postage.

Send  
for  
FREE  
Sample

**KIMAC**  
OLD GREENWICH, CONN.



*Presenting  
for the first time  
for under \$100.*

**A GERMAN MADE  
FULLY AUTOMATIC  
TWIN LENS REFLEX CAMERA  
WITH F/2.8 LENSES!**

# **EDIXA**

## **6x6**

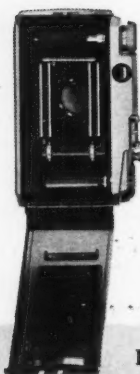
Photographers who demand the best in photographic equipment will be delighted with the New Automatic Edixa 6x6 twin-lens reflex camera! It will make prize-winning professional pictures easy... for the outstanding and luxurious Edixa is typical of German originality, ingenuity and superb craftsmanship!

The new, compact and exciting 2 1/4" x 2 1/4" Automatic Edixa is equipped with two matched F/2.8 Steinheil Cassar lenses; a 9-speed Prontor SVS shutter flash synchronized on all speeds from 1 second to 1/300th second; strobe; built-in self-timer; body shutter release; a fully automatic one-turn film advance crank that moves the film, winds the shutter, and advances the film counter; double exposure prevention; focusing from infinity to 3.3 feet; depth of field scale; diaphragm stops from f/2.8 to f/22; powerful magnifier for critical focusing; direct optical sports finder. A tubular direct vision finder, stereo attachment, and a special high-power image magnifier is also available.

The Automatic Edixa 6x6 Twin-Lens Reflex Camera with matched F/2.8 Steinheil Cassar Lenses is priced at only \$99.50. We invite you to inspect this exciting new Edixa 6x6 at your dealer!

**WIRGIN BROS. EDIXA CAMERA WORKS**  
705 Bronx River Road, Bronxville 8, New York





## The Inside Story!

There's more to camera value than meets the eye!

Best check on a camera is measuring what the manufacturer puts into it. Read what the experts say about Konica III's "working" features:

"Top-quality . . . fast-working, high-precision miniature with all the features associated with the most expensive brackets . . ."

"extremely sharp six-element 48-mm Hexanon f:2 lens which rivals the performance of lenses costing considerably more than the Konica itself"

"a camera to entice all those who haven't the budget for the more expensive interchangeable lens-types; who haven't need for lens interchangeability."

"Rapid-fire finger lever advances the film and sets the shutter in two quick strokes"

"Combined range and viewfinder system which is the equal of some found in cameras costing three times as much"

"... nine-speed between-the-lens shutter with speeds from 1 second to 1/300 second and MFV synchronization . . ."

"... withstands comparison with any other camera produced today. Inside and out, they've succeeded magnificently."

Insist on the "inside" comparison test before you buy!

**\$119<sup>75</sup>**  
plus case



# KONICA III

Write for complete Editors' Report:  
KONICA Camera Co., 76 W. Chelton Ave., Phila. 44, Pa.  
Canada: McQueen Sales Co., 1648 West 4th Ave., Vancouver 9, B. C.  
Venezuela: Seijiyo Yamao, Apartado 3179, Caracas

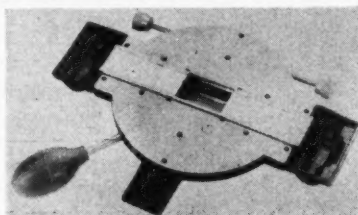
## NEW PRODUCTS

(Continued from page 28)

pressure from sharp objects many times greater than before application of Film Guard. Film Guard is also beneficial for old film, states the manufacturer. Film Guard may be applied with a cotton swab or other soft material, or large batches may be dipped. Price of a 2 oz. bottle is \$2. For more information, write:  
SUSSEX CHEMICAL CO.  
NEWTON, N. J.

### Refractamatic for Scratched Negs

The Refractamatic 35 is a negative carrier that makes it possible to obtain perfect prints from scratched or otherwise damaged negatives, according to Simmon Bros., Inc. The unit consists of a 35mm negative carrier and a reservoir containing Refractasil, a silicone liquid developed by Dr. C. Guy Suits, General Electric Co. vice president. The negative is placed in the carrier and a



filtered stream of Refractasil is passed over the negative by means of pressure on a rubber bulb. The liquid has the same index of light refraction as the emulsion on the film, and thus is said to render scratches invisible. The liquid is aimed at curing damage to the film base and gelatin overcoat, rather than the silver image-bearing area in between. According to the manufacturer, when the liquid is wiped off it leaves the negative dry and clean. Estimated price of the Refractamatic 35 is \$97.50. For additional information, write:

SIMMON BROS., INC.  
30-28 STARR AVE., LONG ISLAND CITY, N. Y.

### Yankee Viewer for 2 1/4 x 2 1/4 Color



A new slide viewer announced by Yankee Photo Products, called the Rex, is designed for viewing 2 1/4 x 2 1/4 transparencies. It features two separate slots, one accepting 2 1/4 x 2 1/4 size

mounts, the other 2 1/4 x 2 1/4 mounts. It also has a focusing eyepiece with large lens. The eyepiece may be removed for cleaning. The entire area of the transparency is visible, with no corner cut-off, according to the manufacturers. The viewer is molded from mahogany-colored styrene. Price is \$3.95. For more information write:

YANKEE PHOTO PRODUCTS  
3325 UNION PACIFIC AVE., LOS ANGELES, CALIF.

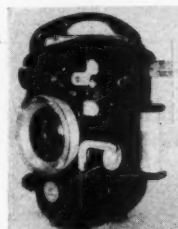
### Ray-Tone Portable Screens

A new portable projection screen, available in sizes from 30 x 40 in. to 70 x 70 in., has been introduced by Ray-Tone Screen Corp. Called the Black Beauty, the screen features a cam action swivel which automatically swings the case at an angle as it is placed in the horizontal position. This swivel allows placement of the screen's tripod legs 120° apart for maximum stability. All metal parts of the portable screen are finished in buffed chrome except the case and handle, which are satin black enamel. End caps and swivel are made of die castings. The slat bar sup-

porting the screen fabric when the screen is in use is triangular. The apex of the slat bar slides down into the screen case, sealing out dust and dirt. The screen itself is made of vinyl fabric, flameproof and mildewproof, according to the manufacturer. It is available in beaded or matte white at the same price. Prices for the screen range from \$28.50 for the 30 x 40 in. size to \$58.50 for the 70 x 70 model. For more information, write:

RAY-TONE SCREEN CORP.  
401 W. ST. CHARLES RD., LOMBARD, ILL.

### Underwater Housing for Bolex H-16

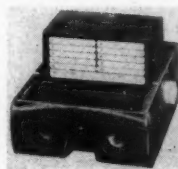


An underwater case for the Bolex H-16 movie cameras has been announced by Paillard Products, Inc. The all-metal housing has been designed for operation down to 330 feet, far beyond normal diving limits. One lever holds all H-16 cameras in

place. Diaphragm, shutter release, and spring motor wind can be operated by means of watertight controls while submerged. The footage counter is visible from outside the housing. The diaphragm control consists of a collar that slips over the lens and is locked in place by knurled knobs. A gear leads to the outside watertight control. The arrangement has been calibrated for the Switar 10mm f/1.6, Switar 16mm f/1.8, and the Yvar 16mm f/2.8 lenses. A scale on the outside of the housing indicates the lens opening. The case is supplied with a filter for increased contrast when shooting black-and-white film. Price, including two wrenches, is \$600. For more information write:

PAILLARD, INC.  
100 SIXTH AVE., NEW YORK 13, N. Y.

### New Stereo Viewer Has Magazine



The Arrow-View 3-D Automatic stereo viewer features magazine operation. A magazine containing ten slides may be loaded into the viewer and the slides viewed one after the other

without need for manual insertion and withdrawal for the next slide. After the slides have been loaded into the slotted magazine, the magazine is placed in the viewer. Viewing is started by moving the magazine to a position indicated by two arrows. The arrows are located alongside the slot into which the stereo slides go for viewing. When a lever at the right side of the viewer is depressed, two things happen. First, the magazine is moved by gears so that the first slide is positioned directly over the slot. The slides rest on two metal tongues in the slot itself. Second, the two tongues are depressed, carrying the slide down in front of the viewing lamp. The lamp goes on, and the slide is viewed. When pressure on the lever is released, the spring-operated tongues return the slide to the magazine. Pressing the lever again moves the magazine so that the second slide is in position and falls into place for viewing. When all ten slides have been viewed, the magazine is returned to the starting point by turning a knob, also on the right side of the viewer. The viewer has a focusing knob and an interocular adjustment knob for adjusting individually for the stereo effect. The Arrow-View may be operated on two D cells and a General Electric 245 bulb. It may be converted to AC opera-

(Continued on page 32)



New idea! Electric changer converts TDC projectors\* to automatic!

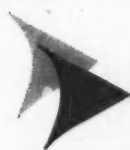
\* **If you own** one of the following TDC slide projectors, you can easily make it automatic with the new Bell & Howell electric changer for only \$33.50.

- Streamliner
- Model D      • Showpak
- Mainliner    • Professional
- Headliner 303 (shown at right. Requires low-cost conversion.)



**If you want** an automatic projector, listen to this. Now, for as little as \$83.00, you can buy a brand new automatic Bell & Howell. And here's where the fun comes in. You can run your slide show from a comfortable chair up front with your audience. With a cord and push button you can hold or

change slides at will. And with the addition of a Bell & Howell Robomatic Timer (\$19.95) you can pre-cycle your show... actually let the machine *run itself*. See these new models in automatic action at your dealer's or write for full information. Bell & Howell, 7154 McCormick Road, Chicago 45, Ill.

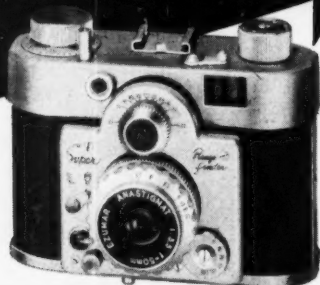


**Bell & Howell**  
FINER PRODUCTS THROUGH **IMAGINATION**

# PRICE IS THE OBJECT

## SAMOCA

now brings you a  
RANGEFINDER '35'  
priced only a few dollars  
higher than box cameras!



## SAMOCA RANGEFINDER '35' only \$29.95

Show the SAMOCA 35 to an expert photographer, to whom price is no object when he chooses his own equipment. Ask him to guess the price. It's almost certain that he will name a price at least twice that of the amazing SAMOCA. This beautiful little camera has that hard-to-define but easy-to-recognize look which bespeaks professional design and precision craftsmanship. It can be offered at this astonishingly low price only because the makers, the famous Samoca Camera Co., Ltd., of Tokyo, Japan, also manufacture the high-quality lens and shutter which are its most costly components. Ask your dealer to demonstrate to you this unique camera value.

- Coupled Rangefinder • Single Window Rangefinder-Viewfinder • Fully Color Corrected, Coated f3.5 Lens — Click Stops • Shutter Speeds 1/10th to 1/200th sec. and Bulb • Full MX Synchronization • Built-in Depth of Focus Scale • Film Advance Automatically Cocks Shutter and Counts Exposure • Body Shutter Release • Fully Removable Back • Satin Chrome Trim, Fully Anodized Body, Compact, Light, Rugged

For descriptive literature write to:

**BROCKWAY  
CAMERA CORPORATION**  
1114 First Avenue, New York 21, N. Y.

Canada: Precision Cameras of Canada Ltd.  
Montreal, Toronto, Vancouver

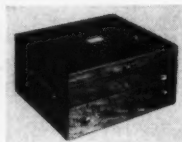
## NEW PRODUCTS

(Continued from page 30)

tion by means of a 110-volt converter. A GE 656 lamp is used for AC. The Arrow-View is made of plastic. Price of the viewer, including batteries, bulb, and one magazine, is \$19.95. Price of additional magazines is two for 95¢. The AC converter price is \$4.95. For additional information write:

ARROW METAL PRODUCTS  
108 N. JEFFERSON ST., CHICAGO 6, ILL.

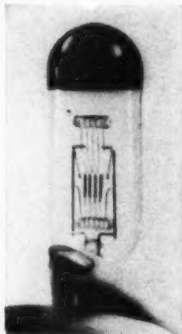
### Solid Walnut Slide File



A new solid walnut slide file is designed with a top lid and bottom drawer. The Nega-File chest comes in three models. One, the CH-100, holds two hundred 2 x 2 slides in metal mounts. It is slotted to hold slides individually. Another model, the CH-250, holds up to 1500 cardboard-mounted slides. The slides can be grouped together with tagged cardboard separators employed to identify the groups. As many slides as required may be stacked for a particular grouping. This chest will hold about 750 slides in metal mounts. The third model, CH-PL-20, is designed to accommodate 48 slide boxes of the type in which many processors now return finished slides. Solid brass hardware is used throughout, and includes name plate, lid stand, hinges, and drawer pulls. Price of the CH-100, CH-250, and CH-PL-20 is \$28.50 each. The CH-001, a chest without liners, sells for \$25.50. For additional information write:

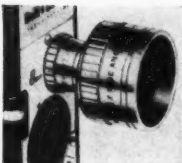
THE NEGA-FILE CO.  
BOX 405, DOYLESTOWN, PA.

### Smaller 500-Watt GE Lamp



A new, shorter 500-watt projection lamp has been introduced by General Electric Co.'s Photo Lamp Div. Called the EDK, the lamp has a bayonet base, an aid to cutting down the overall size of the lamp. The lamp measures 4½ in. high, or about 2 in. less than the usual 500-watt projection lamp. It has a black ceramic top and built-in fuse. The fuse is a fine wire that burns out at abnormally high current, offering protection for home circuits and projector. The EDK has an all-welded construction with no soldered or moving parts. It is designed for 25 hours of life. The lamp is similar in size to existing 300-watt lamps but is not interchangeable with them. Price is \$4. For additional information write: GENERAL ELECTRIC CO.  
NELA PARK, CLEVELAND 12, OHIO

### B&H Wide-Angle Attachment

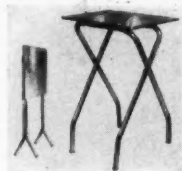


A new Bell & Howell wide-angle attachment affording 125 percent more field of view than the regular 10mm lens, according to the manufacturer, is now available for all Wilshire and Monterey Sun Dial 8mm cameras. The attachment threads directly into the

lens barrel of all B&H Sun Dial cameras. It is said to need no exposure adjustment and to yield sharp images at subject-to-camera distances as close as 6 in. With the introduction of the wide-angle attachment, the B&H Sun Dial cameras will be equipped with a new viewfinder window covering the wider angle of view. A viewfinder adapter kit for cameras already in use is available. Price of the wide-angle attachment is \$22.95, including a filter holder and retaining ring for Size 5 filters. Price of the adapter kit is \$2.50. For additional information write:

BELL & HOWELL CO.  
7100 MCCORMICK RD., CHICAGO, ILL.

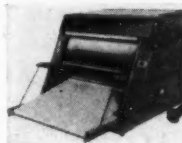
### Lightweight Folding Stand



The Premier Foldaway stand features a friction locking device which holds the stand open and is said to prevent accidental closing. The stand has a top of ¾-in. laminated wood, and 1-in. tubular steel legs. The stand is available in either multicolor forest brown or steel gray. The legs may be equipped with Lucite ball bearing casters at extra cost. The table is 29 in. tall and weighs 8 lbs. A snap lock keeps the stand closed when folded. Hardware is of brushed chrome. Price is \$10.95. For additional information write:

PREMIER MATERIALS CO.  
2029 N. HALSTED ST., CHICAGO 14, ILL.

### New Beseler Print Dryer



The new Beseler Glossomatt Model 400 dryer is designed to have a capacity of 50 8 x 10 prints per hour. The dryer has a rotary drum of highly polished, seamless, stainless steel. According to the manufacturer it cannot peel, chip, or deteriorate under the most adverse operational conditions. It has a built-in squeegee and variable speed drive, plus a thermostatically controlled heat element. Prints can be dried either matte or glossy. Matte surfaces are obtained simply by reversing the print. Another feature is a completely enclosed direct drive. The dryer occupies an 18 x 24-in. table space. It is 15 in. high and draws 700 watts at 115 volts AC. Price of the dryer is \$245. For more information write: CHARLES BESELER CO.  
219 S. 18TH ST., EAST ORANGE, N. J.

### Continuous Light for Electronic Flash



The M403 Continuous light Adapter is designed to make it possible to employ the flash tube of an electronic flash unit as a viewing light as well as an instantaneous flash for picture taking. The adapter may be adjusted to flash repetitively from 1 to 120 flashes per second. When used at the highest rate of flashes per second, the effect, because of persistence of vision, is that of a continuous light source. The dial that regulates the number of flash units per second is not calibrated. The unit can also be employed for multiple flash photographs. While the unit was designed primarily for use with Ascort electronic flash units, it can also be used with other 900-volt units having wiring circuits matching that of the Continuous Light Adapter. The flash

(Continued on page 34)





Taken by Ken Donohue with a single Press 25 by Sylvania

## Take it from me—you can't miss with Press 25's by Sylvania

It took split-second timing to catch that goofy grin. A Press 25 by Sylvania gave just the right light at just the right instant!



• You can count on these precision-made "Blue Dot" flashbulbs to give you uniform, instantaneous light *every single time*. Sylvania's exclusive spring foil filling assures even distribution of fill for even lighting. Firm-seating bases make positive electrical contact for sure firing. Always make it a point to ask for Press 25's by Sylvania—they're *first choice with professionals and amateurs alike!*

SYLVANIA ELECTRIC PRODUCTS INC., 1740 Broadway, New York 19, N. Y.  
LIGHTING • RADIO • ELECTRONICS • TELEVISION • ATOMIC ENERGY

Look for the Blue Dot  
... it pays off in finer flash pictures

In Canada: Sylvania Electric (Canada) Ltd.  
Shell Tower Bldg., Montreal

# SYLVANIA outsells all other brands of flashbulbs !

# 3 Big Reasons Why You Should LEARN to **BROOKS** EARN at... INSTITUTE OF PHOTOGRAPHY

- 1 **Location**—in beautiful Santa Barbara with its semi-tropical climate—"Where the Mountains meet the Sea"
- 2 **Outstanding Teachers**—Every instructor a trained specialist with national and international reputations in their respective fields
- 3 **Successful Brooks Graduates**—over 95% of our hundreds of graduates are gainfully employed—many operating their own successful studios



Brooks Institute Campus

## BROOKS INSTITUTE COURSES:

- **Complete 28-month Courses in:**  
Professional Portraiture  
Illustrative Photography  
Advertising, Fashion, General  
Commercial, Pictorial-Journalism  
Color Printing and Techniques
- **Short Courses**  
Tailored to individual's special needs. One week or more. May enter at any time.
- **Motion Picture Course**  
The only photographic school offering a Motion Picture Course... Commercial, Television, Documentary

Co-Educational • Approved for Veterans  
Placement Service

The Gateway to a Photographic Career



**FREE** Complete descriptive material of the unique BROOKS "Learn By Doing" system. Mail coupon today!

BROOKS INSTITUTE, Dept. 4  
Santa Barbara, California  
Gentlemen: Please send me full descriptive literature. I am interested in  
☐ 28-month course ☐ Short Course (still)  
☐ Motion Picture Course

Name.....  
Street.....  
City..... Zone..... State.....  
☐ I am a Veteran ☐ Non-Veteran

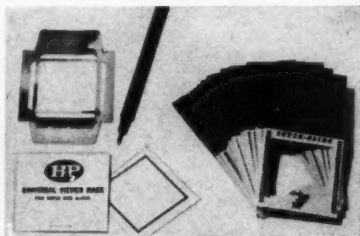
## NEW PRODUCTS

(Continued from page 32)

tube may be used in a standard reflector. The unit may also be used with circular flash tubes over the camera lens. Price of the basic unit is \$65. For more information, write:  
AMERICAN SPEEDLIGHT CORP.  
63-01 METROPOLITAN AVE., NEW YORK, N. Y.

## HPI Super Slide Kit

The Hudson Photographic Industries, Inc., is marketing a new Master Kit for all 2 1/4 x 2 1/4 reflex cameras that permits you to shoot Super Slide transparencies for projection in 35mm slide projectors. Included in the kit is a mask that slips over the regular ground glass of the camera. The mask is of transparent material with the Super Slide field shown in red. Regular size pictures



can also be readily composed through the mask. When film is returned from the processor a stainless steel composing-cropping template is placed over the transparencies. A steel-tipped film scribe is used to etch the outline of the slide. The etched outline is a fraction larger than the regular Super Slide size of 1 1/2 x 1 1/2-in. After etching, the slide is cut with scissors. The transparency is then mounted in a Super Slide binder. Outside size of the binder is 2 x 2. Price of the HPI Master kit is \$3.95, including camera mask, template, film scribe, and 25 cardboard binders. For more information, write:  
HUDSON PHOTOGRAPHIC INDUSTRIES  
MOUNT AIRY RD., CROTON-ON-HUDSON, N. Y.

## Low-Priced Mansfield Projector



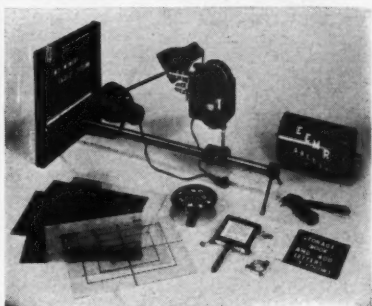
Mansfield Industries, Inc., announces the Mansfield Holiday 8mm movie projector, with 400-ft. reel capacity. The projector is of all-aluminum die-cast construction, with a coated 1 in. f/1.6 lens. It has a 500-watt projection lamp and high intensity blower for cooling. It has permanently lubricated bearings in all moving parts. The Holiday sells for \$59.95. Case for the projector is priced at \$7.95. For additional information, write:

MANSFIELD INDUSTRIES, INC.  
1227 LOYOLA ST., CHICAGO 26, ILL.

## Flash Filter for Daylight Color Film

The Enteco No. 80 C Photoflash filter is designed for use with daylight Ektachrome and Anscochrome color film when the film is exposed with clear flashbulbs. The filter is mounted over the camera lens. Price of the 80 C is \$1.70 for the 21.5mm, \$1.70 for the Series IV, \$2 for the Series V, \$2.50 for the Series VI, \$4.50 for the Series VII, \$7.50 for the Series VIII, and \$10.50 for the Series IX. For more information, write:  
ENTECO INDUSTRIES, INC.  
610 KOSCIUSKO ST., BROOKLYN 12, N. Y.

## CREATE PROFESSIONAL HOME MOVIE TITLES



## WITH THE PREMIER M-2 PROFESSIONAL TITLER

Most complete titler ever offered to home movie fans at any price. Rigid optical bench, multiple effects frame, roller bearing smooth zoom effect, precision ground supplementary lenses, complete lighting unit with cord, line switch, reflectors, white letters. Accessories available include scroll frame, rotary platform, rolling title drum, rear projection ground glass, letters in 3 colors. LIST PRICE—\$37.50.

Accessory Kit.....\$12.50



2100 W. Fulton, Chicago, Illinois

## KODACHROME PROCESSING

Licensed by Eastman Kodak

8mm • 16mm  
35mm

8mm Spool .....	\$1.00
8mm Magazine (with Mag.) ..	.75
16mm 50 ft. Spool .....	1.50
16mm Magazine (with Mag.) ..	1.00
16mm 100 ft. Spool .....	2.50

35mm 20 Exp. Slide mtd. ....	1.00
35mm 36 Exp. Slide mtd. ....	1.75
Stereo 15 pair Mounted .....	1.75
Stereo 28 pair Mounted .....	2.25

REMIT AT ABOVE RATES WITH FILM  
DO NOT SEND SEPARATELY!  
Send Cash, Check or M.O. No Stamps or C.O.D.'s

## FREE:

MOVIE FILM MAILING LABELS OR 35mm Bags . . . JUST MENTION SIZE: 8mm Spool or 8mm Magazine, 16mm Spool or 16mm Magazine or 35mm Bags.

## ALSO:

8 & 16 Black & White Processing ANY BRAND REVERSAL FILM, Plus X, Tri X 930, 931, etc. AT LOWEST RATES!

SPECIAL RUSH SERVICE ON SPORTS FILM!

Send for Details

(Film Processing Specialists since 1937)

## SOLAR

4247 S. Kedzie • Chicago 32, Ill.



*...but it never stopped the Nikon S-2*



Pictures of señoritas . . . *permitidas!* Of bull fights . . . *permitidas!* But, bread lines . . . *están prohibidas!*

Bread lines! People — old and young — mostly women, waiting in long, tired queues . . . the official constabulary keeping a watchful eye lest outsiders look and see.

Gene Cook is a photo journalist — a reporter — not a tourist. When he sees a bread line, he sees a story. He mingles with the crowd. His nonchalance dispels the suspicions of wary policemen.

Advance — focus — shoot! Gene is in action, his Nikon pressed to his cheek. Advance — focus — shoot! A policeman turns, but the Nikon is nowhere to be seen . . . only Gene, looking unconcerned. The policeman relaxes.

A woman steps from the line. There is anguish in her face. She cries out at some injustice — the others are mute.

That's the picture — the whole story! Gene's hand has already found the Nikon beneath his coat. And in the instant it takes for an idea to be born, the camera is before his eyes . . . and advance — focus — shoot! There! It's told. A futile gesture of defiance — one high point in a torpid human drama.

If photography is to record the very moment of truth — if it is to get beneath the consciousness of those whom it depicts — then the camera upon which it relies must respond with the fluency and ease — with the speed, at least, of a Nikon S-2 . . . fastest handling '35' in the field.

For free copy of "35mm Photography — a New Art" write to Nikon Incorporated, 251 4th Ave., New York 10, N.Y., Dept. MP-3.



**NIKON S-2**

*the Fastest Handling '35'  
in the Field*

NIKON PHOTOS BY GENE COOK



## Introducing THE NEW SENSATIONAL STEREO VIEWER

3-D Automatic

**FIRST**  
Hand-Held  
Stereo Viewer  
With Continuous  
Magazine  
Action



**\$19<sup>75</sup>**

WITH BATTERIES  
AND MAGAZINE

### ENJOY STEREO MORE WITH ARROW-VIEW'S GREAT NEW ACHIEVEMENT

★ Offers Continuous Viewing from a magazine accommodating 10 slides of ANY style stereo mounting.  
★ Equipped with perfectly matched lenses, precision ground to insure greater clarity and brilliance.

★ Viewer comes with batteries. Can be easily and quickly converted to 110V AC Rheostat control. UL approved.

★ Viewer may be used with or without magazine... and viewed as a single slide viewer.

**ARROW PHOTOGRAPHIC PRODUCTS INC.**

108-28 North Jefferson St.

Chicago 6, Ill.

PREFERRED BY  
PROFESSIONALS



because  
they're **BEST!**

**BRIGHT STAR**

Photo Flash  
Batteries



ASK FOR THE  
REEL WITH THE  
**"COMPCO CLIP"**

No more groping for hidden slots! No more slipping of film on the take-up! The Compclo Reel, with its exclusive, patented "Compclo Clip" makes threading fast and foolproof, even in the dark! The leader slips smoothly into the "Compclo Clip"... stays put for winding... yet slides out after unreeling! In all 8 mm and 16 mm sizes. Just ask your dealer for "the reel with the Compclo Clip!"

**COMPCO CORPORATION**

2267 W. St. Paul Ave., Chicago 47, Ill.

## the YOUNG photographer

by **HARRY A. GOLDSTEIN, APSA**

*Photographing wild animals can be safe and satisfying—when you shoot from an animal blind.*



Out in the Arizona desert, about 14 miles from Tucson, is a man-made water hole that attracts almost as many photographers as it does thirsty, four-footed denizens of the sagebrush.

Here is an animal blind, built at the end of a deep natural gully, just a dozen feet from the water hole. Desert animals come from miles around to drink—and unwittingly to pose for the photographers who wait quietly in the blind.

Lack of rainfall, and the location of the water hole in Tucson Mountain Park, a wildlife sanctuary of about 30,000 acres, have made many of the wild animals tame enough to visit it regularly. Result is that each has brought pleasure and thrills to hunters who shoot with a camera instead of a gun.

The animal blind was built by the Arizona-Sonora Desert Museum in 1954 as an experiment for the use of its members who wished to photograph wild animals. The experiment proved so successful that a waiting list is kept for those who wish to use the blind. Reservations for its use have been received from every state in the Union, and even from foreign countries.

### Hunting from an armchair

The blind itself is a small building, 12 feet long by 4 feet wide. Four windows with wide shelves for cameras overlook the water hole. One side of the water hole is framed by a saguaro (giant cactus) and on the other side is a goat nut bush. The front of the blind is literally covered with reflectors to hold flashbulbs. With color film, four flashbulbs, No. 5B's or No. 25B's, are fired at once, giving an "open flash" exposure of 1/50 second. With black-and-white film, No. 5 or No. 25 flashbulbs are used. We found that a lens opening of f/32 gives perfect negatives when developed in a medium-fine grain developer such as Eastman Kodak D-23.

A 15-watt electric bulb burns 24

hours a day, permitting the photographer to select his pose on even the darkest nights. Inside the blind are four comfortable chairs and a carpet which extends from wall to wall to deaden the sound of footsteps or low whispers.

#### **Patience reaps rewards**

The animals that appear at the water hole vary from day to day. A dozen or more deer will come in each night during the dry season. Peccaries, sometimes called wild pigs, come in bands of 6 to 15. They are unpredictable and sometimes visit the water hole every night for some time, then leave the area for weeks. Skunks come and go; two kinds are usually seen, the hooded and the spotted. They are the "kings of the water hole." All other animals stand back while they drink!

Only those photographers who can sit very quietly are rewarded with a glimpse of gray foxes, ring-tailed cats, raccoons, and coyotes.

A few times each year, members of the Badger Camera Clickers, school photography club at the Tucson (Arizona) High School, take a field trip to this blind.



Thirsty desert pair were captured by Douglass Lindsay, age 17, at animal blind near Tucson, Arizona.

It is a thrilling experience to watch the wild animals come up to the water hole—slowly, one step at a time. It seems like hours before they reach the hole and the flashbulbs can be fired. The animals are gone in a wink, but will appear again if all is quiet. The deer are not frightened by soft talk, or the sight of cameras.

The Arizona-Sonora Desert Museum people are wonderfully cooperative with photographers—young and not-so-young—who use the animal blind. If you plan to visit this area, and would like to spend an evening here yourself, write to Mr. Lewis W. Walker, Assoc. Director of the Arizona-Sonora Desert Museum, at P. O. Box 5602, Tucson, Ariz.—THE END



*ELITAR-SOLIGOR  
Movie Lenses... the  
Finest Compliment  
Ever Paid to a  
Movie Camera!*

Here, a low-cost lens has reached the pinnacle of technical perfection . . . fact attested to by rigid laboratory bench tests and actual Hollywood field tests that have acclaimed Elitar-Soligor among the finest lenses made . . . regardless of price!

8mm or 16mm—Elitar-Soligor features the most complete line of Telephoto and Wide Angle Lenses available . . . from \$12.95 to \$174.95

Planning a gift for a movie fan? Ask your dealer to show you the Elitar-Soligor Matched Cine Sets . . . Telephoto and Wide Angle in a handsome jewel-gift box.

## **Elitar-Soligor®**

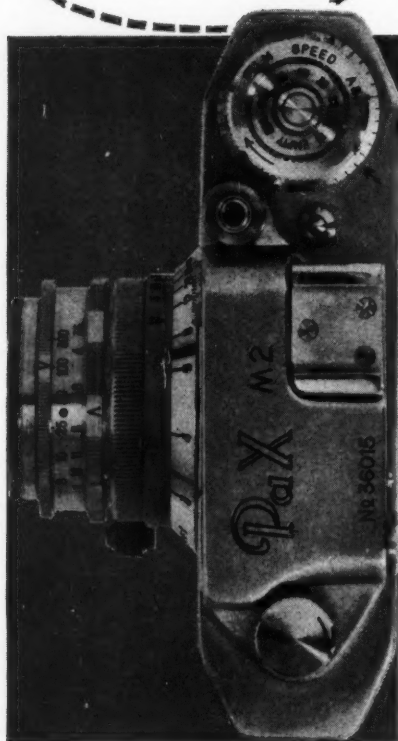
For complete information on the Quality lens line, write

**ALLIED IMPEX CORPORATION**, 17 West 17th Street, New York 11, New York  
West Coast: 6918-20 Melrose Avenue, Hollywood, Calif.

Something **NEW**  
in Photography

The World's MOST COMPACT  
Quality 35 mm Camera

**PAX M2**



ACTUAL SIZE

Here's the PAX M2, the history making 35mm camera. A masterpiece of workmanship and quality, the M2 is superb for color or black and white. Takes full size double frame negatives.

Precision engineered from its famous Luminor lens system to the satin chrome body finish, the M2 is the finest gift anyone can receive — housewives, sportsmen, students, professionals. It promises years of enjoyment and carefree performance.

**On sale at leading camera stores, the M2 features:**

- f3.5 fully color corrected Luminor lens
- Superimposed image, coupled and combined rangefinder/viewfinder
- Self cocking shutter
- Double exposure prevention
- Flash and strobe synchronization
- Two to four extra negatives per roll
- Full guarantee

ONLY **\$49.95**

**CLAGGETT NOLAN CO., INC.**

25 California St., San Francisco 11, California

# PICTURES in a MINUTE

by **JOHN WOLBARST**

*Speed light and Polaroid Land Camera—a terrific combination, for some kinds of pictures.*



Some time ago I got into a project that involved shooting about 1,500 action pictures under carefully controlled conditions. I used a pair of Land cameras, so I could examine each shot immediately after taking

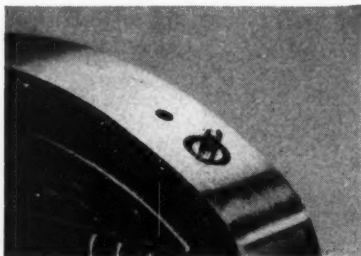
it. For illumination, there were three small, amateur-type electronic flash units—one set off by the camera's contacts, the other two by slave units. This experience demonstrated to me that speed lights and Land cameras go well together—for certain kinds of photographic jobs.

## Which camera to use?

You cannot take speed light pictures with an unmodified Model 95, nor with any Model 80 Highlander camera. They don't have proper synchronization systems for speed light. With Models 95A, 100, and 700 you can use speed light at settings 4, 5, 6, 7, and 8, but not at 3, 2, and 1. The speed light connection for these cameras is shown below.

The Model 110 Pathfinder may be used with speed light at any shutter speed. However, the little sync selector lever *must* be set to X.

It was my experience that for quality there was no noticeable difference between speed light shots made with the Model 110 Pathfinder and Model 95A Speedliner. Of course, the faster lens and more flexible exposure controls of the 110 were an advantage.



**WHERE TO CONNECT:** This is speed light connection on Model 95A, 100, and 700 Polaroid Land cameras. If connecting cord doesn't match this, small adapter wires are available.

You can make good use of a speed light if your flashbulb costs are high due to shooting very many pictures, or if you are consistently handicapped by a flashbulb's inability to stop fast indoor action.

You don't need a speed light if you just shoot occasional flash pictures, or if flashbulbs can cope with all your action-stopping problems.

It has been my experience that for average family snapshooting, at parties, family gatherings, etc., the compact, lightweight Polaroid flashgun with bounce flash bracket is a more satisfactory choice than any of the speed lights. Main reason for this is that I have not discovered any small, inexpensive speed light which can match a No. 5 flashbulb for light output. They are sufficiently powerful for direct flash, but they can't flood a room with bounce flash light the way a No. 5 flashbulb can.

## Where speed lights are superior

Unquestionably, speed lights are much more effective than flashbulbs for stopping action such as that of the bed-bouncing youngster (below). The



PETER GOWLAND

**ACTION STOPPER:** Brilliant, rapid flash of speed light helps you to get needle sharp pictures of fast-moving indoor subjects. Speed light has other abilities, too (see text).



brief flash duration (about 1/1,000 sec. is the usual range for amateur units) stops even violent action, although the camera's shutter is clicking at only 1/100 sec.

This also helps to stop involuntary subject movements during portraiture or when taking informal group shots.

Aside from these obvious advantages, speed light pictures have a certain "plus" quality about them. Polaroid Land films respond remarkably well to the daylight-like quality of the flash. Brilliant highlights and rich shadows, but with detail in both, are characteristic of well-exposed pictures. Details are sharp, and if you handle the light properly, almost incredible textures can be brought out in the print.

### How to set up the lights

In my work with speed lights, I found that best results were had with the flash off the camera, either held by an assistant or on a light stand or other support. A long extension cord provided connection to the camera.

If your subject and type of picture are suitable, wonderfully strong lighting can be had by placing a speed light on each side; one is set off by a connecting cord to the camera, the other by means of a slave unit which is triggered by the flash of the first unit.

In a moderate-size room, two speed lights can also be used for bounce light. Set each on a light stand or other support about one-quarter of the room's length in from the end of the room. This is particularly useful with the Model 110 Pathfinder.

### Which film to use?

Under most circumstances, Type 44 is the best film to use with one or two of the small speed lights. It's a must if you're trying bounce flash. It's also desirable for direct flash, with the speed light off the camera, for its high speed lets you use small lens openings (with more chance of getting everything in sharp focus). Also, you can place the light further from the subject than if you were using a slower film, such as Type 42. This is an advantage, as it means that small movements of your subject do not cause noticeable changes in exposure.

When using speed light, development for 1½ minutes seems to give more satisfactory results than the standard one-minute development.

### How to figure exposure

Not much has been published about this, mainly because of the wide variations in speed lights. However, it's easy to compile your own exposure guide, as follows:

Seat someone on a straight chair a few feet from the wall in an average room. Use just enough light to see what you're doing. Mount the speed light on or next to the camera, 10 ft. from the subject.

(Continued on page 40)

ACCURACY

SIMPLICITY

SENSITIVITY

RUGGEDNESS

*Everything you want in a*

**Quality Exposure Meter**

*... all for an incredible* **\$8.45**

The **Sekonic** 'Leader DeLuxe' exposure meter with 'Dual-Range' versatility now enables any and every camera owner to shoot perfectly exposed, crisp, sharp black-and-whites, as well as true-to-life color slides and prints, every time he trips the shutter — for an initial outlay that would have been called impossible even a year ago. Thanks to the engineering genius and production wizardry of the world-famous Sekonic Electric Co. of Tokyo, Japan, the SEKONIC 'Leader DeLuxe' offers performance features, quality components and precision craftsmanship which make it compare favorably with exposure meters selling for nearly four times its price.

For those who require accurate exposure readings under extremely poor lighting conditions, the low-light sensitivity of the meter can be boosted 400% by use of the SEKONIC Light Amplifier Attachment. An exclusive feature of this plug-in booster is that it is perfectly matched to any and every SEKONIC 'Leader DeLuxe' without factory adjustment.

See the SEKONIC 'Leader DeLuxe' at your dealer's — you're bound to agree that it's the best buy in exposure meters today!

**Compare these features with those of the highest-priced exposure meters:**

- Dual-range versatility
- Legible, direct-reading dial for speedy operation
- Wide range of apertures (f/1.4 to f/22), shutter speeds (4 sec. to 1/1000 sec.)
- Direct light-value scale (LVS) readings
- ASA readings from 6 to 1600 — usable with ultra-fast films.
- Choice of reflected and incident light readings (incident light attachments supplied with meter and amplifier attachment)
- Small, compact, lightweight
- One-year guarantee against mechanical defects
- Made by Sekonic Electric Co., Tokyo, Japan



THE NEW

# Sekonic

LEADER • DELUXE

*featuring 'Dual-Range' Versatility*

\$8.45, complete with leather case, incident-light attachment and neck strap  
\$3.50 extra for SEKONIC Light Amplifier Attachment, complete with incident-light attachment and leather case

Write to distributors for free descriptive literature.

**BROCKWAY CAMERA CORPORATION 1114 First Ave. New York 21, N. Y.**

West, Hawaii and Alaska:

**PONDER & BEST, INC., 814 No. Cole Avenue, Hollywood 38, California**

## Your Guarantee of Dark Room Success



### CLAYTON P-60

One complete concentrated developer for all film processing needs. It offers ultra fine grain development of all films, including the new high speed films and is recommended for:

Development of negatives exposed by electronic flash; development of new, thin emulsion films; and offers speeds of 3,000 ASA with high speed films.

Requires no separate replenisher

### CLAYTON P-20

A super concentrated developer (1 qt. makes 5 gallons working solution) for full tone prints. Gives prints deep rich blacks and crisp whites. When used for film, produces negatives of medium fine grain and good contrast.

No separate replenisher required when used as film developer

### CLAYTON CF-9

Clayton CF-9 Speed Fixer and Hardener in one solution—excellent hardening and tremendous capacity from one bottle with no separate measuring of hardener. Highly concentrated.

### SHORT STOP

Acid short stop bath. Stops development quickly between developer and fixer, and indicates exhaustion by color change. Extremely concentrated. 8 ounces makes one gallon.

\*Reg. by Ifford, Ltd.; England

# Clayton

CLAYTON CHEMICAL CO.  
5420 N. DAMEN AVE., CHICAGO 25, ILL.  
West Coast Plant in Los Angeles, Calif.

## Free Literature

Want to figure out the proper screen to buy to project your transparencies and movies at home? A four-page illustrated brochure on **Brilliant projection screens** features three helpful and easy-to-understand charts which show the relationship between screen (or projected image) size, focal length of projection lens, and projector-to-screen distance. These charts are set up for 2 x 2 slides, 35mm single-frame slides, and for 8- and 16mm movie film. In addition, this booklet describes the features of the various types of Brilliant screens, and other Brilliant photographic equipment. For your free copy, write to **Schultz Manufacturing Co., 262-272 Johnston Ave., Jersey City, N. J.**

All Eastman Kodak photographic chemicals used by amateur and professional photographers in processing black-and-white films, plates, and papers are concisely described in a new 12-page booklet, **Kodak Chemical Preparations**. Available from Kodak dealers, or write to **Eastman Kodak Co., Rochester 4, N. Y.**

## PICTURES IN A MINUTE

(Continued from page 39)

Now make a series of exposures, using settings No. 4, 5, 6, 7, and 8. Develop each for 1½ minutes. Pick out the one with the best skin tones and general illumination. Let's say it's No. 6.

Using that as a basis, the following settings should also give correct exposure: At 14 ft., one number lower than at 10 ft.; at 20 ft., two numbers lower than at 10 ft. At 7 ft., one number higher than at 10 ft.; at 5 ft., two numbers higher. You can check these by making test exposures. Write this information down in the form of an exposure guide and attach it to your speed light.

If the speed light is powerful enough for bounce flash (or when using two lights simultaneously), you can use the same technique for working out a bounce flash guide.

With the Model 110 Pathfinder, follow the same direct flash test procedure. Set the shutter for 1/100 sec. Start with f/4.5 and close the lens down one f-number with each exposure. Pick the best print and note the f-number of that exposure (let's suppose it is f/16). Multiply that number by 10—the result, 160, is your guide number. For other distances, simply divide the guide number by your speed light-to-subject distance in feet and that should be pretty close to the correct lens opening to use.—THE END

## Better than Ever...

the classic gift item



A collection of 132 black & white and color photos—striking examples of dramatic photography . . . with all the technical details. A book you will want to own.

**\$7.50**

" . . . here is a first class photo annual in the true sense."

Review, *Cleveland Plain Dealer*

From your dealer, or from

**AMPHOTO** 33 West 60th St., New York 23, N. Y.  
(add 3% for NYC delivery)

## Become a PROFESSIONAL PHOTOGRAPHER



You can learn photography best under top-notch teachers. Franklin Technical Institute's faculty are successful professionals. They teach you from the wealth of their own experience. Intensive one-year course in portrait, industrial, commercial photography.

**YOU PRACTICE ON THE FINEST EQUIPMENT** Guided by these outstanding men you handle daily: Deardorff, Graphic and other cameras; latest enlargers; 2 to 24" Bausch & Lomb and other fine lenses; light meters, etc. You study cameras, lenses, films; lighting, composition; retouching, finishing, mounting. Also science courses, business law. Limited registration. Coeducational. High school or equivalent required. Write for free catalogue.



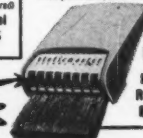
**FRANKLIN TECHNICAL INSTITUTE**  
Founded by bequest of Benjamin Franklin  
49 Berkeley Street, Boston 10, Mass.



## STATIC masters

FOR PHOTO FANS  
1" Model \$4.95  
3" Model \$9.95

Proven Best by 6 years use . . . for removing static electricity, dust and lint from Negatives, Transparencies, Lenses and Records.



FOR MUSIC LOVERS  
Hi-Fi Record Brush \$14.95

Buy **STATICMASTERS** at Photographic or Hi-Fi dealers or order direct . . . sent postpaid—cash with order  
**NUCLEAR PRODUCTS CO.** 10177 E. Bush Street, El Monte, California

# What's Ahead?

by LLOYD E. VARDEN

*Automatic processing of film by amateurs may be just around the corner. Equipment to handle it, not yet announced, has been demonstrated.*



Considering all of the mechanical ingenuity we Americans brag about and our distaste for doing things by hand, it is a wonder that amateur photographers have not risen in revolt against the lack of equipment for

processing films more or less automatically.

There have been a few improvements in amateur film processing equipment in recent years, such as simplified ways of getting roll films onto developing reels for white-light tank development. But the film has to be hand agitated, solutions changed for succeeding steps, and timing controlled manually by setting clocks. The situation is even worse in the case of sheet film processing. Here every step is manual and the operation is essentially a darkroom procedure. I say "essentially" because with color films, white light is permissible from the second exposure on.

In commercial photofinishing, films are almost invariably processed on machines that automatically transfer the films from one solution to the next at preset time intervals. Agitation is also automatic via reciprocating vanes or intermittent gaseous bursts, plus continuous circulation of the solutions. When such equipment is properly used, the results are much more consistent than those obtainable by manual methods. But commercial film processing equipment is designed for large volumes of production, whereas the amateur is usually interested in putting through only a few rolls or sheets of film at a time. Yet, with just one roll or one sheet, the same number of steps and the same problems of control are involved as in processing hundreds of rolls.

What the amateur needs is a greatly scaled-down piece of equipment that will perform the same functions as the larger machines at a cost within his reach. Obviously the cost would have to be much greater than that required for a few film hangers or reels and associated tanks, but show me the

(Continued on page 42)



## Get More Natural Looking Flash Pictures with the HEILAND FOTO-MITE\*

Only the FOTO-MITE (shown above on the Heiland Premiere\* camera) has the exclusive Smooth-Lite reflector that combines bounce and direct light with every flash — makes it easy to take soft, flattering, natural-looking pictures with all bayonet base or subminiature bulbs (M-2 socket included). Pocket-thin, with a flat back that permits close-to-eye camera operation, the FOTO-MITE has a large exposure calculator for easy camera settings, bulb ejector, extension outlet, and test light for checking flash bulb, battery and BC circuit. The handsomely styled charcoal gray FOTO-MITE is included in the Premiere camera kit, and is also sold separately for all other popular cameras.

**Model for accessory clip mounting, including combination shutter cord with both ASA and European connectors, only \$995**

\*TRADEMARK

**Model for bracket mounting includes universal camera bracket and Push-Button handle for only \$11.95. Ask your Heiland dealer to demonstrate them for you.**

Look for this Premiere display at your dealers. 35mm camera with fast f/2.8 lens; speeds to 1/200 sec.; rapid-stroke film advance; self-timer; lined leather case with snap-off front; and Foto-Mite **\$5495**  
All only

WRITE FOR FREE BOOKLET



**Heiland**

A DIVISION OF HONEYWELL



5200 EAST EVANS AVENUE • DENVER 22, COLG.



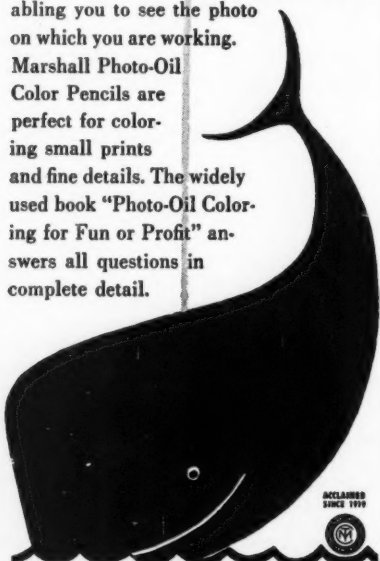


## a whale of a spray MARSHALL'S PRE-COLOR SPRAY

Now, for the first time, you can color your own Polaroid or glossy prints. Marshall's Pre-Color Spray dulls any glossy surface, allowing you to apply Marshall's Photo-Oil Colors. With a wh-oo-sh from the easy-to-use, pressurized spray can, you instantly prepare any surface to accept Marshall's beautiful, permanent colors.

Marshall's Photo-Oil Colors make it very easy to hand color your own photographs, whether shiny or mat. No special talent is needed. The colors are transparent, enabling you to see the photo on which you are working.

Marshall Photo-Oil Color Pencils are perfect for coloring small prints and fine details. The widely used book "Photo-Oil Coloring for Fun or Profit" answers all questions in complete detail.



**JOHN G. MARSHALL MFG. CO., INC.**  
MP3, 167 North 9th Street, Brooklyn 11, N.Y.

Please send me **FREE** Coloring Brochure

- ☐ 1 6-oz. can of Pre-Color Spray at \$1.50  
☐ 1 box of Photo-Oil Color Pencils at \$4.75  
☐ 1 Academy Set of Photo-Oil Colors at \$5.40  
☐ "Photo-Oil Coloring for Fun or Profit"—\$3.50 Book

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

## WHAT'S AHEAD

(Continued from page 41)

amateur who would not be willing to pay considerably more for his processing equipment if all he had to do was load it with film and walk away until processing was complete.

### Small scale equipment on way

It was my privilege to witness recently a private demonstration of an automatic processing machine small enough to meet the needs of active amateur photographers. I admit that the equipment is not for the amateur who processes only a couple of films a month. It is still too large to put away in a kitchen cabinet, but not too large to install in the corner of one's basement. And even smaller units than the one demonstrated to me may be considered by the manufacturer later on because the principle of the mechanism is such that this is possible.

The first public showing of this small-scale automatic processing machine will take place at the International Photographic Exposition to be held at the National Guard Armory in Washington, D. C., from March 22 to 31. At this writing I cannot tell you the name of the manufacturer. There is no secret about it, but a new firm is being organized for manufacturing the equipment and its name has not been determined. Even the price has not been announced; however, it is thought that the first model will be low enough to attract many advanced amateurs and that later models will be within the cost range suitable for any active amateur. If this becomes true, then we can say that a new era in amateur film processing is on its way.

### How the equipment works

The first model of the new machine was designed for sheet film processing. The steps to adapt it for roll film processing are straightforward and this is planned for the future. The machine consists essentially of the following:

- a) solution tanks fitted into a water bath
- b) an overhead, end-supported bar on which the film hangers are supported and along which the films travel from solution to solution
- c) a control box mounted between the overhead bar and the film hangers
- d) a fixture for mounting the film hangers which incorporates a vane agitator

Once the tanks are filled with the processing solutions and are brought to proper temperature by the temperature-controlled water bath the films to be processed are placed in hangers and these are inserted into the special fixture which hangs by rods from the overhead bar. Between this fixture and the overhead bar is the control box,

(Continued on page 44)

## ROLLEI OWNERS!



Fritz Henle's Guide to Rollei Photography is the newest, most complete book on this subject available. Mr. Henle, one of the nation's top photographers and a Rollei user for over twenty-five years covers:

- accessories and data
- action
- color
- glamour
- portraiture
- photo journalism

plus... how to set up a darkroom, developing and printing, composition and cropping, and many other subjects all of vital interest to the Rollei owner.

235 illustrations, many in color—\$6.75

(add 3% for New York City sales tax)

order today from your camera dealer or

**AMPHOTO** 33 West 60th St., New York 23, N. Y.

## FREE COLOR ENLARGEMENT

with Ektachrome, Kodachrome and Anscochrome, custom quality, processed by experts.

EXTACHROME and ANSCOCHROME 120 and 620	\$1.00
EXTACHROME and ANSCOCHROME 35mm 20 exp.	1.25 (mounted)
36 exp.	2.00 (mounted)
KODACHROME 20 exp.	1.50 (mounted)
36 exp.	2.50 (mounted)

Free Coupon Good for Wallet-Size Custom Color-Print With Every Roll Processed

EXTACHROME and ANSCOCHROME, factory fresh guaranteed

rebate: 20 exp. \$1.50

5 for 6.95

KODACHROME original rolls 20 exp. 5.50

36 exp. 2.25

DELUXE COLOR PRINTS from your transparencies... full 2 1/4 x 3 1/4... only 35¢

Send for complete price list and mailing bags. Money back if not satisfied.

**NATIONAL PHOTO LABS** NEW HYDE PARK 11 N. Y.

**TRADING CAMERAS?**

Get a higher trade allowance at Al Bass.

Write today

**ALFRED BASS INC.**

585 MARKET ST., SAN FRANCISCO - YU. 2-1523

**8mm-16mm FILM**

• Black & White • Color

• Home Processing Equipment, and Supplies

SAVE MONEY! Write For FREE Catalog

**SUPERIOR BULK FILM CO.**

450 N. Wells, Dept. MP-3, Chicago 10, Ill.

**BE A CAMERA CRAFTSMAN...**

Many are needed in this big paying field and now...

YOU can learn to repair cameras using modern service methods at home... in your spare time!

Send for big FREE illustrated booklet that tells you HOW!

national camera repair school MF-3

# MODERN PHOTOGRAPHY'S book store selections

## for MARCH

We recommend the following books.  
If you want a title that is not  
shown, query us. We carry  
all photographic books  
in print.

- 61 **How To Do Home Movie Tricks,**  
by J. Caunter \$1.75

- 45B **Art & Technique of Stereo Photography,**  
by Peter Gowland

The master of the pin ups adds another dimension to his photography of women. Fully illustrated, with a series of Gowland's own transparencies for use in your viewer! \$2.95

- 100 **pictures in a minute**  
Pictures In A Minute, by J. Wolbarst  
A complete guide on the operation of the Polaroid Land camera, with illustrations by many famous photographers. 168 pages. \$1.95 (cloth) \$3.95

- 269 **Amateur Dye Transfer Color Prints,**  
by V. Hanworth \$3.95

The best color prints are still made by combining three separate images. Any amateur who can make good black and white enlargements and who is willing to take the trouble can produce good color prints with but little extra equipment. The dye transfer method lends itself particularly well to color work.

- 63 **The Colour Book of Photography**  
by Lucien Lorelle.

The beginner in color will appreciate the full description, on a down to earth, practical level. Full of hints, facts, advice. Many color plates. 212 pgs. A Focal book. ① \$3.00

- 162 **Exakta Photography,**  
by J. Deschin

First really worthwhile book on this famous camera, done in the inimitable manner of the photo editor of the *New York Times*. \$4.95

- 10 **Figure Studies** by Fritz Henle  
Unquestionable masterpieces magnificently reproduced, by one of America's best known photographers of the human form. With an introduction by Jacqueline Judge. \$4.50

- 103 **Model Art**  
A collection of fine figure studies by Leaf, Samerjan, Bernard, etc., carefully selected to illustrate the many techniques employed. \$1.50

- 247 **Art International.** A collection of the finest work in nude photography, by Adriaan, Berko, Brassai, Henle, Masclet, Nakamura, Weston, and others. Exquisitely printed in France on a large format of 10x11 1/2" with introduction by Otto Steinert. English translations. Limited edition. \$15.00

- 167 **Where and How to Sell Your Pictures**  
A workaday bible for free lance photographers, including over 800 names, addresses and specifications from buyers of photographs. New 3rd edition By A. W. Ahlers \$1.95

- 167 **Where and How to Sell Your Pictures**  
A workaday bible for free lance photographers, including over 800 names, addresses and specifications from buyers of photographs. New 3rd edition By A. W. Ahlers \$1.95

- 670 **The Female Figure, Mortenson** \$1.00

- 205 **Perfect Color Transparencies Every Time.**  
A 48 page guide on how to get best results with the new films. \$1.50

- 79 **35MM Photo Technique,**  
by H. S. Newcombe

One of the world's leading authorities on photography with the miniature camera has produced this classic on the subject. Over 80,000 sold! \$3.95

- 642 **Fritz Henle's Guide To Rollei Photography** by Fritz Henle (with George B. Wright).



A comprehensive guide to all phases of twin-lens photography, indoors and out, with additional chapters on action, portraits, color, photojournalism and industrial coverage. Latest film and development information. Over 250 illustrations, including 8 pages in color. 7 1/2 x 10, 216 pages. \$6.75

### Save Money On Books!

Join the MODERN PHOTOGRAPHY BOOK CLUB by just checking BC in the coupon. When you send in your book order you will get a membership number with your catalog which will automatically entitle you to savings on books you buy.

- 161 **35mm Color Magic**  
by Walther Benser



A famous European photographer writes a fascinating and informal volume on color work with the Leica. A best seller in Europe, the book has been revised to include experiences gained from a successful U.S.A. lecture tour. 200 pages, 40 color plates. \$6.90

- 62 **Form And Figure**  
A collection of outstanding studies of the nude by Peter Basch. Size 9x12. 112 pages. Beautiful reproductions. Technical notes and comments by the photographer. Individual chapters on action, lighting, props, outdoor figure photography, etc. \$5.95

- 27 **Photojournalism—Pictures For Magazines and Newspapers,** by Arthur Rothstein.

Over 200 unusual, famous, and behind the scenes shots. 7x10. With complete text by "Look's" leading photographer. \$5.95

- 186 **Available Light and Your Camera.**  
Ten authorities survey the whole subject and explain the methods used by professionals in difficult situations where no supplementary lighting can be used. \$5.00

- 737 **How To Make 8mm Movies,**  
by N. Bau New Edition \$1.95

If coupon is clipped send order anyway to Modern's Book Store, 33 West 60th St., New York 23, N. Y.

### Modern PHOTOGRAPHY Book Store

33 West 60th, New York 23, N. Y.

Amount Encl. \$

In Canada: Visual Equipment Co., 146 Bates Rd., Montreal 8, Quebec (add 10% for Canadian shipments).

Please send me postpaid the books whose numbers I have circled.

I enclose ☐ Money Order ☐ Check ☐ Send C.O.D. (\$1.00 deposit required).

Postage extra. Minimum C.O.D. order \$5.00.)

61, 45B, 100, 269, 63, 162, 10, 103, 247, 167, 670, 205, 79, 642, 161, 62, 27, 186, 737, 133, 51, 711, 301, 115, 714, 74, 123B, 22, 308, 307, BC

Name

Address

City

State

3-57 ALL ORDERS ARE SHIPPED POSTPAID. Add 3% sales tax with orders for N. Y. City delivery; add 10% per title for delivery outside U.S.A., except APO's. Allow approximately two weeks for delivery. SATISFACTION GUARANTEED! If not satisfied return books within 5 days and money will be refunded.

- 133 **Picture Making With the Argus** by Jacob Deschin

An informative and reliable book that tells in clear language how to obtain best results with these cameras. Special section on color. Chock full of swell pictures. \$3.00

- 51 **Rollei Way, The,**  
by L. A. Mannheim \$4.50

Quickly puts your finger on the essential points of Rollei practice. Specialized knowledge and exact information on Rollei equipment, accessories and materials. 256 pages. 8th edition, a Focal book.

- 711 **Artificial Light,**  
by Ansel Adams

Latest, book 5 in the famous Adams' basic photo series. Pre-proven plan on how to achieve most expressive results with light. \$3.75

### IMPORTANT NEW ARRIVALS

- 301 **Photograms 1957.** Leading examples of work of world's leading photographers in one large beautiful volume. \$6.95

- 115 **1957 German Photographic Annual** \$7.50



The very best in German photography in an exquisite volume, with English translations. Linen bound, with cellophane covering. In the truest sense of a photographic annual, this superb gift item has both visual impact and thought provoking articles.

- 714 **Canon Photography** by Jacob Deschin

Another quality book by the photo editor of the *N. Y. Times*. Thoroughly explores all details and picture taking potentials of all models and lenses. 6 1/2 x 9 1/2, 220 illustrations, special chapter on Underwater Photography. (Ready Mar. 1st.) \$5.95



- 74 **Leica Manual and Data Book,**  
by W. D. Morgan & H. M. Lester

A complete one-volume library on 35mm photography written by 20 outstanding experts in the field for all Leica camera fans. Has 452 absorbing pages attractively illustrated. New edition. \$6.00

- 123B **The Family of Man**  
New Popular Edition: the great photographic exhibition created by Edward Steichen for the New York Museum of Modern Art, in one volume. Prologue by Carl Sandburg. Hardbound. \$2.95

- 22 **New How To Take Photographs That Editors Will Buy,** by Ronald Spillman  
Editors are prepared to pay money for photographs. Before checks can start rolling your way you must learn exactly what sort are required, and how you can produce them. This is a Focal book of know-how with many tricks of the trade previously undisclosed. 244 pages, 47 photos, 51 diagrams. \$3.95

- 308 **Exakta Handbook**  
by K. L. Allinson \$2.95

- 307 **Retina Manual**  
by E. S. Bombach \$8.95

## FORM & FIGURE

by  
Peter Basch

A collection of outstanding studies of the nude by a world-famous photographer. Technical notes and comments. Chapters on action, lighting, props etc.

**\$5.95**



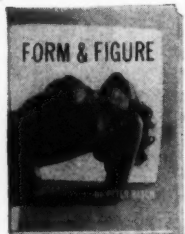
**Over 100**

breathtaking photos exquisitely reproduced. 112 pages, on large 9x12 format.



**FREE**

Autographed reproduction of Peter Basch's most famous photograph of the nude, sent FREE with every copy of Form & Figure ordered.



## AMPHOTO

33 West 60th St., New York 23, N. Y.

Please send me ..... copies of Form & Figure, by Peter Basch. Also include my FREE autographed reproduction. I enclose \$..... (add 3% for NYC sales tax)

**Ship to**

## Photography for

**PLEASURE or PROFIT**

Learn at home. Spare time. Practical basic training. Long-established school. Many have earned while learning. Send coupon below for free booklet, "Opportunities in Modern Photography" and full particulars.

AMERICAN SCHOOL OF PHOTOGRAPHY  
835 Diversy Parkway Dept. 1943 Chicago 14, Illinois  
Send booklet, "Opportunities in Modern Photography," full particulars and requirements.

Name ..... Age .....  
Address .....  
City ..... Zone ..... State .....

## WHAT'S AHEAD

(Continued from page 42)

mounted on the same set of rods. The control box contains a small motor which operates the reciprocating vane agitator. It also has a motor which then carries the entire unit to the next solution tank. The film hangers are automatically lowered into this solution, whereupon the vane agitator again begins to operate.

The travel of the unit from one tank position to the next is accomplished by a gear engaged in teeth along the horizontal overhead bar. The distance of travel is determined by adjustable stops that actuate a roller microswitch which, in turn, causes the film hanger assembly to be lowered into the solution.

The timing in any solution is controlled by an adjustable interval timing mechanism which is electrically connected with the rest of the device so that at the end of a given time period the vane agitator stops, the film hanger assembly rises, and the transport to the next solution tank takes place.

### Black-and-white or color

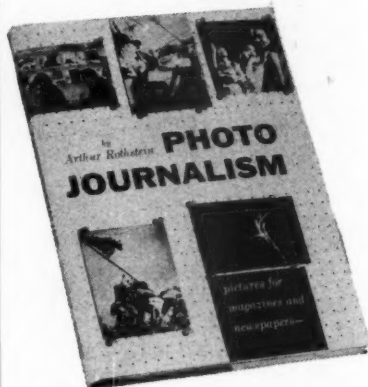
The machine can be used for processing black-and-white films or color films. Sufficient tank positions are provided for color processes requiring the greatest number of solutions. Therefore, for black-and-white films, only the number of tanks necessary are filled with solution and the adjustable stops on the overhead bar are set accordingly. The lifted film hanger assembly will travel along the supporting bar until it contacts one of the stops. Thus, for black-and-white films, where only four or five tanks are necessary, only the first part of the machine is needed, and after the final wash the unit is transported across the remaining tanks to the end of the machine.

For color film processing the film hanger assembly is dropped into a chamber containing a fluorescent light source for second exposure. In this step the vane agitator does not function.

Once films are loaded into the machine with the transport and film hanger assembly in the first position the machine can be turned on and forgotten about until a signal indicates the end of processing. However, a separate transport and film hanger unit can be used so that a second batch of films can be started after the first batch has traveled beyond a certain point, depending upon the processing times. That is, the second unit cannot be started until the first unit is far enough along to assure that it will not be overtaken by the second unit.

The model of the machine demonstrated to me processes eight 4 x 5 in. films (or equivalent) at a time. Two 8 x 10 in. hangers, for example, providing space for four 5 x 7 in. films, would make the unit suitable for small

## WHAT MAKES A PICTURE GREAT?



## PHOTOJOURNALISM

by ARTHUR ROTHSTEIN

Technical Director of Photography,  
LOOK MAGAZINE

Never before has the subject of PHOTOJOURNALISM been covered so comprehensively in such easily understood detail. Rothstein is a frequent lecturer on photo reporting. His book is a source of valuable information to every photo reporter, a guide for news and magazine photographers, and an exciting revelation of the behind-the-scenes activity in the use of photographs that tell a story.

### WHAT THE CRITICS SAY:

"... One of the liveliest-paced, best-organized, and easiest-to-assimilate books in our modern world of photography."

N. Y. World Telegram

"... Should become the basic guide in the field."

N. Y. Times

"... Important contribution... intelligent survey by an able craftsman... it should interest all photographers, amateur and professional."

Associated Press

### Subjects covered include:

- 10 Requirements For The Photojournalist
- Developing A Picture Story
- Selecting The Lead Picture
- Dramatizing Picture Ideas
- How To Read A Photograph
- Tips For The Picture Editor
- Small Town Coverage
- Syndication

plus many other equally valuable subjects

Illustrated with hundreds of examples **\$5.95**  
208 pages

Order from your dealer or from:

## AMPHOTO

33 W. 60th St., New York 23, N. Y.

REMEMBER YOU SAW IT IN MODERN

MODERN PHOTOGRAPHY



production of larger sizes of sheet film.

The overall size of the machine is so planned that roll films placed on reels can also be handled on it with a few minor modifications. The agitation system is the main thing that requires changing, but this would be simple enough. The present reciprocating mechanism would merely be altered to create a rotary motion intermittently according to manufacturers' recommendations.

This new automatic processing machine may not be the final answer for the amateur, but it points in the right direction. There is certainly no reason why it should not be possible to make processing automatic on a small-scale basis, and once the trend gets started I believe we can depend upon American mechanical ingenuity to bring it about.—THE END

## SALON Calendar

### 65TH TORONTO INTERNATIONAL SALON OF PHOTOGRAPHY, Toronto, Canada

*Closes:* Feb. 15

*Exhibit:* Mar. 15-26

*Fee:* \$1 for 4 prints

*Sponsor:* Toronto Camera Club  
*Entry Forms:* Toronto Camera Club, Attn: Mr. H. Farah, No. Toronto YMCA, 130 Eglinton Ave. E., Toronto 12, Canada

### TORONTO CAMERA CLUB'S COLOUR SLIDE EXHIBITION, Toronto, Canada

*Closes:* Feb. 18

*Exhibit:* Mar. 6-8

*Fee:* \$1 for 4 slides

*Sponsor:* Toronto Camera Club  
*Entry Forms:* Colour Slide Exhibition—W. R. Joyce, 306 Rose Park Dr., Toronto 7, Canada; Nature Slide Exhibition—L. A. Trapp, 37 Wolverson Ave., Toronto 6, Canada

### \*3RD LIGHT & SHADOW INTERNATIONAL EXHIBITION OF PHOTOGRAPHY, San Jose, Calif.

*Closes:* Feb. 21

*Exhibit:* Prints; Mar. 1-28

Slides; Mar. 3, 10, 17, 24

*Fee:* \$2 for 4 prints

\$1 for 4 slides

*Sponsor:* The Light & Shadow Club of San Jose, Calif.

*Entry Forms:* Light & Shadow Club, P.O. Box 533, Saratoga, Calif.

### \*21ST ROCHESTER INTERNATIONAL SALON OF PHOTOGRAPHY, INC., Rochester, N. Y.

*Closes:* Feb. 10

*Exhibit:* Mar. 1-31

*Entry Sections:* Pictorial Prints, Nature Prints, Pictorial Color Slides, Nature Slides, Stereo  
*Fee:* \$2 for one print section, \$3 for both print sections; \$1 for each slide section

*Sponsor:* Rochester International Salon of Photography, Inc.

*Entry Forms:* Thomas F. Murray, 301 Ridgeway Ave., Rochester, N. Y.

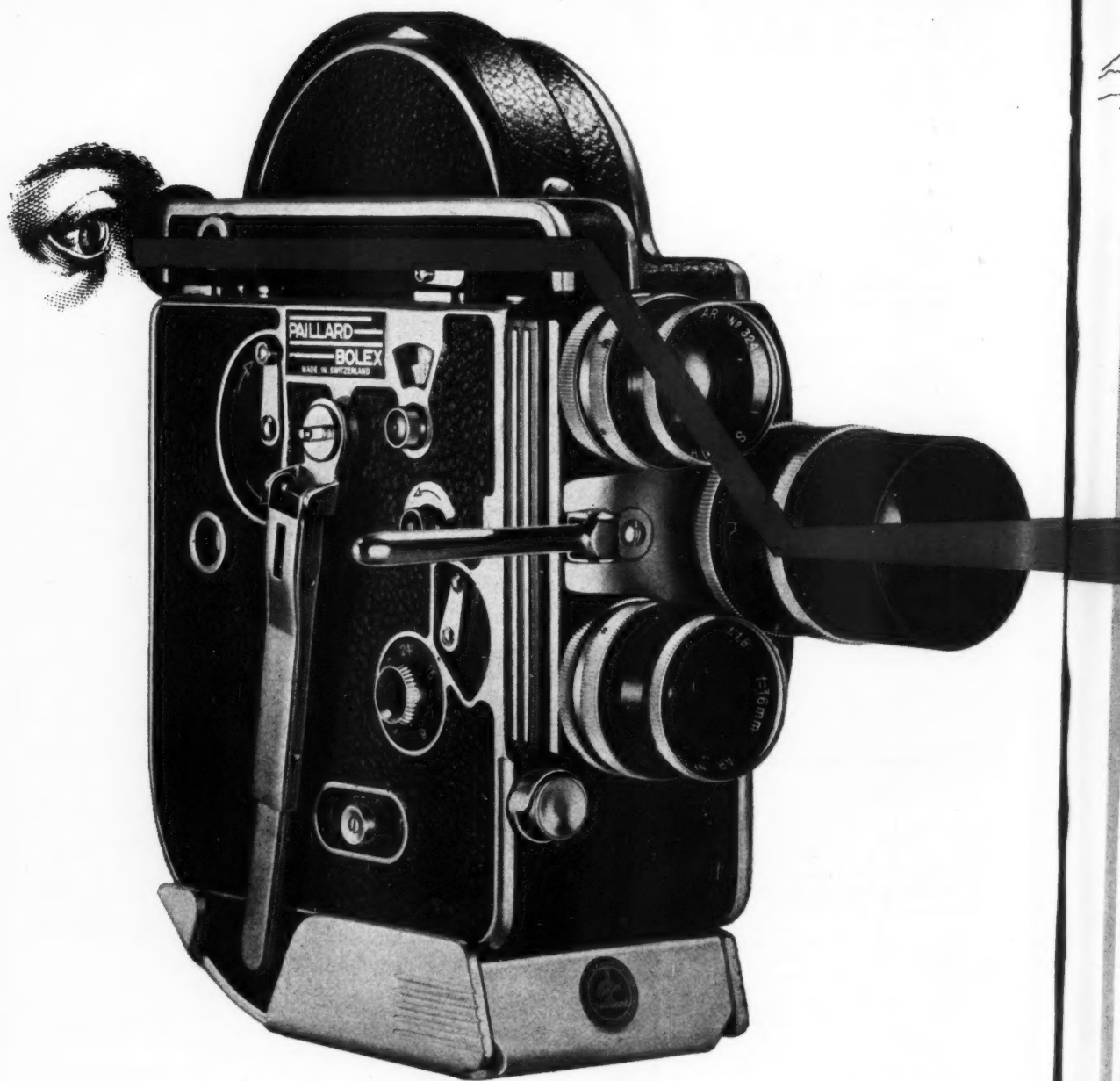


## FOR THE INCURABLE PERFECTIONIST!

Ilford offers a complete line of fine quality films, plates, papers, chemicals and accessories. No matter how exacting your standard of photographic excellence, you can depend on the Ilford product ... time after time after time!

Ask at better camera stores everywhere, or write to the address below:

**ILFORD INC.** 37 WEST 65th STREET, NEW YORK 23, N. Y.



PAILLARD PRODUCTS, INC. • FINE SWISS MECHANISMS SINCE 1814



*The Swiss master craftsmen of Paillard,  
whose skill and loving attention to detail have helped make Bolex  
movie cameras synonymous with quality the world over, proudly  
present a new triumph of precision craftsmanship...*

*the revolutionary new*

## **BOLEX H-16 REFLEX**

**WITH THROUGH THE LENS VIEWING AND FOCUSING WHILE SHOOTING**

There's a new and excitingly different movie camera awaiting your inspection at Bolex franchised dealers everywhere. It's the revolutionary Bolex H-16 Reflex, with through the lens viewing and focusing. You sight... focus... and shoot, all through the same lens. Your framing becomes professionally precise—because your eye sees exactly what your lens sees. Parallax error is banished forever. Focusing becomes simple, foolproof—at *any* range—because it's built in, doesn't depend on guesswork or tape measures. And there's no flicker to disturb your vision at any time, even though you sight right through the filming lens. Here, truly, is a movie camera you have to see to appreciate. Make a mental note *now* to see it at your Bolex franchised dealer... *soon!* For the name and address of the Bolex dealer nearest you and free literature write Dept. MP-3 at the address below.



# **BOLEX**

A PAILLARD PRODUCT

**NEVER BEFORE... direct,  
through the lens viewing  
and focusing...  
priced as low as**

**\$41950**

**100 SIXTH AVENUE, NEW YORK 13, N. Y.**

MARCH, 1957

BUY IT FROM YOUR PHOTO DEALER

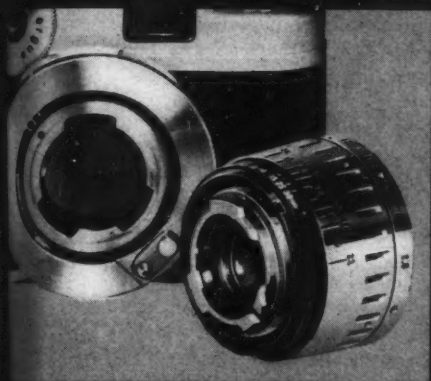
47



# 35MM CAMERA



# OF THE FUTURE?



Drawing shows location of shutter behind interchangeable lenses. Above is how it looks in Argus C-44, with lens in fast handling bayonet mount.



## BEHIND-LENS SHUTTER 35 IS COMING TO FORE. HOW GOOD CAN IT BE?

THE MOST FASCINATING new 35mm camera design in years! That was the reaction of many observers to a recently unveiled rash of German-made 35's with leaf type shutters *behind* interchangeable lenses.

Here, it seemed, was the answer to a sticky design problem: How to combine in one moderate priced package the picture taking flexibility of a focal plane shutter camera with interchangeable lenses, and the undeniable advantages of the leaf type shutter for flash and speed light work. The latter type of shutter is that usually found in cameras with non-interchangeable lenses; the shutter leaves customarily are located *between* the lens elements.

*Question:* Have the designers solved their problems successfully? *And more questions:* Is this a new idea? Why the sudden interest in such a design? Can such behind-lens shutter 35's rank with the focal plane shutter cameras in picture taking ability? Just how good can these cameras be? Is this really the 35mm camera of the future?

To try to find accurate answers to these questions we went to the experts—to optical experts and lens designers, to shutter makers, to camera engineers; even to photographic historian Beaumont Newhall, to get some of the history of behind-the-lens shutters.

(Continued on next page)

## CAMERA OF THE FUTURE? (Continued)

The idea of putting a leaf type shutter behind interchangeable lenses is not new at all. Pre-turn-of-the-century photographic catalogues show a whole breed of well made, hand held cameras (larger than 35mm, of course) featuring a range of lenses to fit in front of a leaf shutter. These were known as Jumelle cameras.

Even among modern day 35's behind-lens shutters can hardly be called a novelty. You'll find one on the Argus C-3, a camera which has been sold in astronomical numbers, and on the later model C-4 and C-44. Carl Braun of Nurnberg, Germany, recently announced production of the one millionth Paxette, a 35 now fitted with interchangeable lenses. And other German and Japanese manufacturers have turned out behind-lens shutter 35's, with and without interchangeable lenses. However, the big news came only last Fall.

It was at the Cologne Photokina (see MODERN, Jan. 1957) that specially designed behind-lens shutters and lens mounts were announced by Friedrich Deckel and Alfred Gauthier, Europe's leading shutter manufacturers, and suppliers of shutters to most of the German camera industry. At the same time, camera and lens makers displayed a variety of products designed around the new shutters. Obviously, a great new effort had been made to up the status of behind-lens shutters.

### Why the sudden interest?

Amateurs have seen what professionals can do with wide-angle and long distance lenses, and they want to do the same. But, even more urgently, they also want to shoot flash and speed light, and for this a leaf type is more flexible than a focal plane shutter, the type found on most makes of interchangeable lens 35's.

That's the way it looks to Dr. Frank G. Back, president of Zoomar, Inc., a top rank optical expert, and an enthusiastic picture taker himself. Add to these pressures the fact that several million behind-lens shutter 35's have been bought and used successfully by amateurs, and you have a climate friendly to the launching of new cameras of this type. And with Gauthier and Deckel both making special shutter assemblies, and several lens makers mounting optics to fit them, it now becomes no problem at all for camera manufacturers to switch to the behind-the-lens design.

### How do you design a camera?

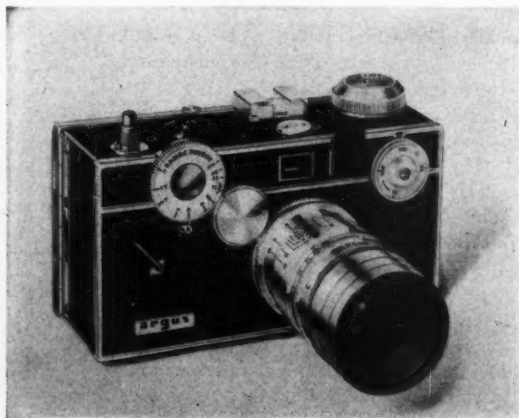
Design of any camera is a compromise between a number of conflicting interests. This is particularly the case where the shutter is behind the lens. Dr. Back summed it up for us as follows:

The lens maker wants the shutter blades to open as wide as possible in proportion to the light path of the lens, so they won't interfere with free passage of the light to the film.

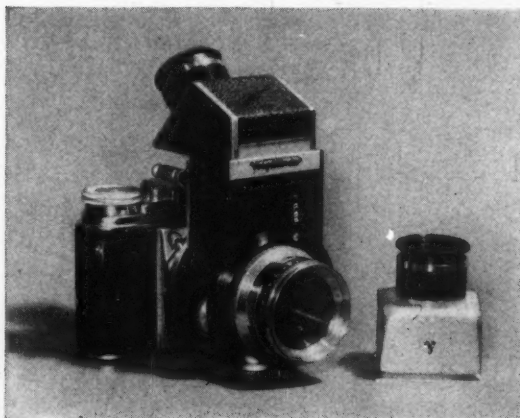
The shutter maker would like the blade opening to be as small as possible, so the blades don't have to travel so far so fast, thus permitting him to use light springs and small assemblies, and to attain high speeds with maximum efficiency. So he wants the shutter blades to intersect the light path at its narrowest point, which is somewhere between the elements of the lenses.

The camera manufacturer also wants the shutter to be small, so as not to bulk up the camera. And he wants the mechanism buried inside the camera body so it's easy to attach controls to it. And he'd like it to have high speeds, to increase the (Continued on page 106)

## ARE BEHIND-LENS SHUTTER 35MM CAMERAS RELIABLE, VERSATILE,



**RUGGED:** Behind-lens shutter cameras can be as dependable and sturdy as any other type. Probably most noteworthy example is Argus C-3, which has been produced in great numbers and has established enviable record for not breaking down. It's shown here with German-made 100mm f/4.5 lens attached.

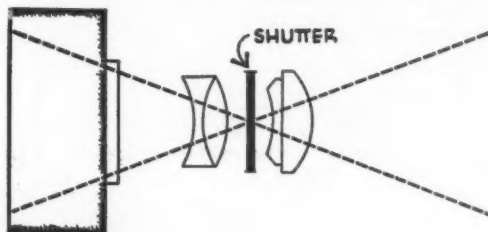


**ELABORATE:** Voigtlander Prominent has formidable system of lenses, accessories, attachments to make it suitable for wide range of uses. Here it is with 100mm f/5.5 Telomar lens in reflex housing. Prominent's 50mm f/1.5 Nokton is fastest standard lens currently supplied for behind-lens shutter 35mm cameras.

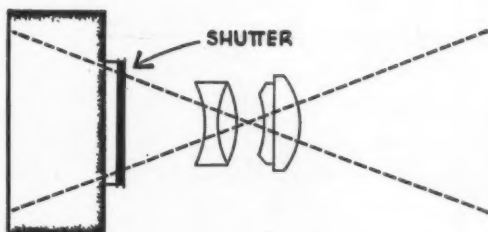


## HERE ARE THREE MOST COMMON TYPES OF 35MM CAMERA SHUTTERS

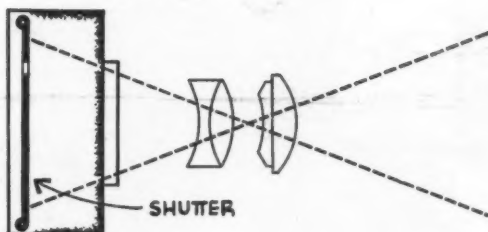
**BETWEEN-THE-LENS:** This is type usually found on 35mm cameras with non-interchangeable lenses. Located between two lens elements, its blades open and close near narrowest point in light path of lens, thus do not have to travel far. This permits use of relatively small parts, promotes efficiency.



**BEHIND-THE-LENS:** Shutter mechanism is located in camera body, entirely behind rearmost lens element. Note that light path is wider than at usual between-lens shutter location. All other things being equal, shutter blades must be larger, must travel further than if shutter is between lens elements.



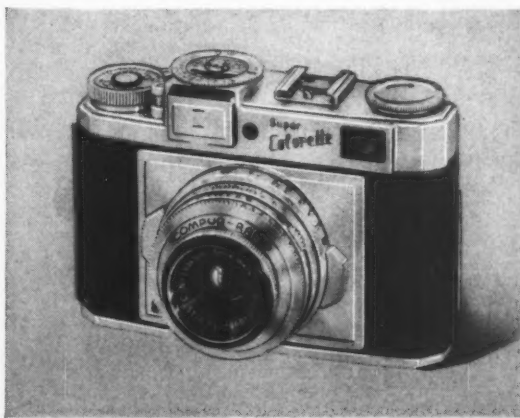
**FOCAL PLANE:** This gets its name from location at rearmost point of camera, just in front of film. Usual 35mm type consists of two cloth curtains, like window blinds. When shutter is released, curtains separate slightly to form slit, then race across camera in unison. Light gets to film through fast moving slit.



## MODERN IN DESIGN? FOUR DIFFERENT TYPES GIVE YOU AN IDEA.



**RANGE OF LENSES:** Wide assortment of lenses is available for Diax IIb. These range from 50mm f/2 to 135mm f/4, plus wide-angle 35mm f/3.5. It's obvious that behind-lens shutter 35's can be versatile, and with fast black-and-white and color films now available such cameras can fill many picture taking needs.



**LATEST TYPE:** Indicative of trend in design of behind-lens shutter 35's is Braun Super Colorette IIb. Introduced at Cologne Photokina, it is one of several new cameras having shutters and lens mounts specially designed as parts of complete behind-lens shutter system. Some also feature built-in exposure meters.

Wind knob is employed when camera operates manually, is inoperative if motor is used.

Motor release button covers shutter release, couples motor action to the camera.

Pentaprism viewfinder can be used with plain or rangefinder ground glass.

Screw thread attaches motor wind key to camera's built-in drive mechanism.

Cocking lever opens lens to full aperture after each exposure.

Rewind lever permits you to rewind film without removing motor from camera.

Anchor screw holds motor to camera. Motor shown partially removed from camera.

Knob winds motor, which pulls through ten frames as fast as you can press shutter release.

## **PRAKTINA: FASTEST 35MM REFLEX CAMERA**

THE RANGEFINDER CAMERA, after over 20 years of complete supremacy in the 35mm field, today is being seriously challenged by the eye-level prism reflex. One of the newest, most comprehensive, and most interesting is the Praktina FX. Not only has the Praktina an automatic diaphragm-actuating mechanism built directly into the camera body (the first to have such), but it also has a completely integrated system of accessories aimed at making it one of the most versatile of all 35mm cameras. The question: How good is it?

The camera itself is not new to MODERN's editors. But we have purposely held off a full scale test of the camera until sufficient numbers were available with accessories to give a sound opinion based on examining a production sample. When the test camera arrived with accessories, we divided the tests into two sections. We tested the camera ourselves and we then asked a freelance photographer familiar with it to render an opinion after practical field tests. Here's what we found.

#### **What's new about the Praktina?**

Aside from the newly introduced automatic 35mm f/2.8 Flektogon lens, there is little optically new about the Praktina. The big changes are mechanical. The 58mm f/2 Biotar lens tested and the 50mm f/2.8 Tessar, which at present are the only two "normal" focal length lenses available for the Praktina in the fully automatic mount, are optically identical in construction to the already well established and proven Biotar and Tessar lenses found on a majority of other single-lens reflex cameras. The lens mount and the automatic diaphragm mechanism are quite different, however.

On most single-lens reflex cameras, both the diaphragm actuator and the automatic diaphragm mechanism itself are built into the lens mount. A lever or button on the lens mount generally covers the shutter release of the camera. When you press the lever or button, it closes down the automatic diaphragm and also releases the shutter. This is often a cumbersome rig.

On the Praktina, the entire mechanism is built into the lens mount and camera body. As you press the shutter release, a small pin inside the camera body makes contact with a small pin on the back of the lens barrel. The diaphragm closes shortly before the shutter is released. After the picture has been taken, the lens must be recocked (see picture at left) to return the lens diaphragm to maximum opening. Although this represents another setup in operating procedure, MODERN's editors found that it didn't take too long to get used to it. Unlike many other automatic diaphragms on other cameras, the pressure required to release the shutter remains extremely light. Although we've seen a number of automatic diaphragms which became half or completely inoperative after some use, the automatic mechanism in the Biotar gave no trouble during three months of use. The lens mount itself is a semi-bayonet type with a locking ring. Lenses can be changed in seconds. There doesn't seem to be any way that the mount might loosen with use, a fault with some other bayonet mounts.

We didn't like the range- (Continued on page 94)

## **MODERN PHOTOGRAPHY REPORTS ON**

### **PRAKTINA FX Nr. 39978**

**Specifications:** Eye-level or waist-level prism reflex with or without rangefinder ground glass; internal automatic diaphragm actuator. **Weight:** 24 oz. **Length:** 5 1/8 in., **Height exclusive of prism:** 3 1/8 in. **Depth exclusive of lens mount:** 1 1/8 in. **Speeds:** 1 to 1/1000 sec. **Lens:** 58mm f/2 Biotar or 50mm f/2.8 Tessar in interchangeable bayonet mount. **Special features:** Camera has provision for external motor drive. **Approximate list price:** With Biotar, \$297; with Tessar, \$239.

**Accessories:** Lenses range from automatic 35mm f/2.8 C.Z. Flektogon (\$149.50) to 400mm f/5.5 Telemegor (\$199.50). Extension tubes (\$20), microscope eyepiece (\$30), extension bellows (\$59.50), microscope adapter (\$29.50), rapid sequence spring motor (\$69.50), electric motor and magnetic control (\$150), 50-foot bulk film magazines (\$69.50), BC flash unit (\$15.50), waist-level reflex finder with achromatic magnifier (\$20).

**MODERN reports:** One of the most advanced 35mm prism reflex cameras—fast interchange of lenses . . . good optics . . . automatic diaphragm effective . . . prism adequately bright . . . controls are handy . . . shutter on camera tested was consistent . . . construction and finish are satisfactory.

**Professional reports:** Suitable for professional photography . . . easy to operate . . . accessory motors useful.



# 5 NEW CAMERAS SPARK A TREND

Medium priced 35's are fast handling, full of features.

TECHNICAL ASSISTANCE BY NORMAN ROTHCHILD

these are the cameras...  
for details, features,  
prices, see next two pages



AIRES 35-III



RICOH 500

ON THESE PAGES we give you a hint as to the future of low to medium priced 35mm cameras. All incorporate features formerly found only on more costly types, plus new devices that make for easier, better picture taking.

Three have really fast 6-element lenses: f/1.9 on the Aires; f/2 on the Konica and Super Memar. No inexpensive triplet lenses here—the f/2.8 lens on the Olympus has five elements, and the one tested was a fine performer by any standards.

Shutters have a full range of speeds, from 1 to 1/500 sec. All have dual sync for flash and speed light. However, only two have self timers, and only the Super Memar has the linear calibration of shutter speeds (each setting gives either one-half or twice the exposure of its adjacent settings). The Super Memar also has the LVS system of cross coupled shutter and diaphragm controls built into its Synchro-Compur shutter.

Focusing is easier than ever. All have bright, easy-to-use single-window range-viewfinder systems. The Aires features a beautifully bright illuminated reticle frame in the finder; the Konica has a frame on the front window of the finder.

The Aires is one of the closest focusing of all cameras—to 20 in. The finder has parallax error correction marks to guide you.

All these cameras are quick to load, fast to operate; the Ricoh 500 is perhaps the speediest for sequences.

These 35's are of sturdy die-cast construction. Bodies and lens mounts are rigid. Much attention has been given to keeping the film flat. Finish is good, and they all have a "quality" appearance.

The significance of all this is that in the price range of \$70-\$125 you will soon be getting an amazing amount of camera, all things considered. W. C. BALL

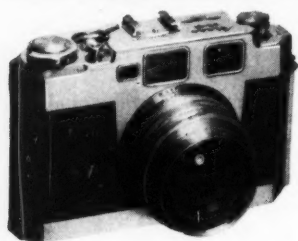
KONICA III

ANSCO SUPER MEMAR

OLYMPUS 35-S



**ESSENTIAL FACTS ABOUT THE 5 CAMERAS ARE SUMMARIZED BELOW.**



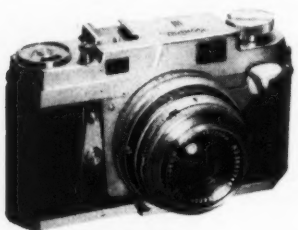
**AIRES 35-III**

**Lens:** 6-element, 45mm f/1.9 Coral; click stops to f/16; infrared mark; focuses to 20 in., much closer than most cameras. **Shutter:** Seikosha-MX, 1-1/500 & B; no self timer; M,F,X sync. **Range-viewfinder:** Combined coincidence type; illuminated reticle frame line, with parallax marks. **Film advance:** One stroke lever; knob rewind; self-starting counter. **Misc:** Film plane mark on top. **Price:** \$99.50



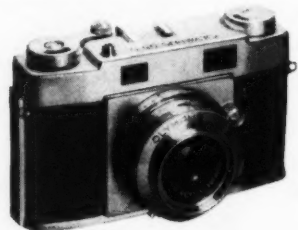
**ANSCO SUPER MEMAR**

**Lens:** 6-element, 50mm f/2 Agfa Solagon, click stops to f/22. **Shutter:** Synchro-Compur, 1-1/500 & B, with linear speed calibration, cross coupled to diaphragm with LVS system; MX sync; self timer (X sync only with this). **Range-viewfinder:** Combined coincidence. **Film advance:** One stroke lever; knob rewind. **Misc:** Centrally located tripod socket; retractable foot on base for table support, etc. **Price:** \$124.50



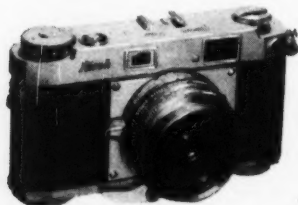
**KONICA III**

**Lens:** 6-element, 48mm f/2 Hexanon, click stops to f/22. **Shutter:** Konirapid-MFX, 1-1/500 & B; separate self timer control lever; M,F,X sync. **Range-viewfinder:** Combined coincidence; with white frame line on front window of finder; parallax marks. **Film advance:** Two-stroke lever on camera front; folding crank rewind; self-starting film counter. **Misc:** Central tripod socket. **Price:** \$119.75



**OLYMPUS 35-S**

**Lens:** 5-element, 48mm f/2.8 Olympus E-Zuiko, click stops to f/16; focuses to 2.7 ft. **Shutter:** Seikosha-MX, 1-1/500 & B; M,F,X sync; no self timer. **Range-viewfinder:** Combined coincidence. **Film advance:** Single stroke lever; folding crank rewind; self starting counter. **Misc:** This is the smallest of the five cameras listed. **Price:** \$69.95

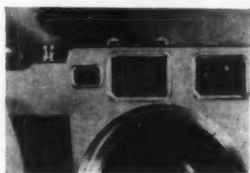


**RICOH 500**

**Lens:** 4-element, 45mm f/2.8 Riken Ricoh; "window" click stops to f/16; dual focusing levers. **Shutter:** Seikosha-MX, 1-1/500 & B, no self timer; M,F,X sync. **Range-viewfinder:** Combined coincidence. **Film advance:** Very fast horizontal trigger (one stroke) on camera base, or by knob on top of camera; folding crank rewind. **Misc:** Film plane mark; entire back comes off for loading. **Price:** \$69.95



**EACH ONE OFFERS MECHANICAL FEATURES OF SPECIAL INTEREST.**



Large center window provides light for illuminated white reticle which outlines field of view in finder.



Rapid winder stroke starts from and returns to this position. Lever folds flush when not in use.



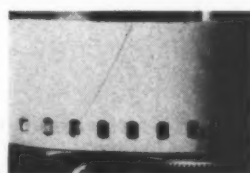
Eyepiece of range-viewfinder is biggest one in five-camera group; it's easy to use with eyeglasses.



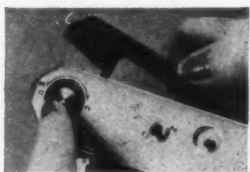
When not in use, rapid winder lever folds flush with camera body, cannot snag on clothes, corners, etc.



Diaphragm control is on ring; push it back and rotate. F-numbers and shutter are linked by LVS system.



Film loading is simple; hook on spool engages sprocket hole. Film disengages easily when rewound.



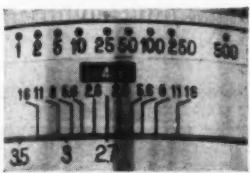
Back has double lock; you turn key, then press down on it. This actuates lock and back springs open.



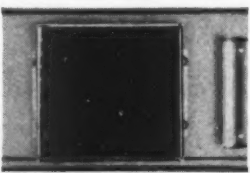
Two-stroke wind lever on front and position of other controls make this camera easy to use vertically.



Interior of camera is well baffled to prevent stray light from getting to film plane, causing flare.



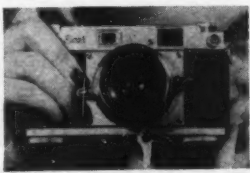
Scales are grouped neatly atop lens mount; f-numbers appear singly in window, are easy to read.



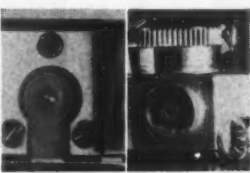
Pyrex glass pressure plate is rigid, unaffected by temperature, designed to hold film in focus.



Folding rewind lever pops out of recess when you push knurled release with fingertip.



Controls are so placed that you can snap, focus, advance film, wind shutter without shifting hands.



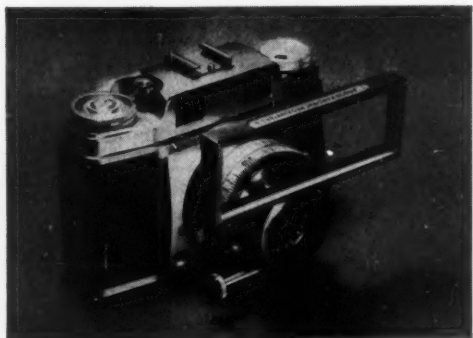
There are two flash outlets. One is in accessory shoe atop camera; other is push-on at end of body.



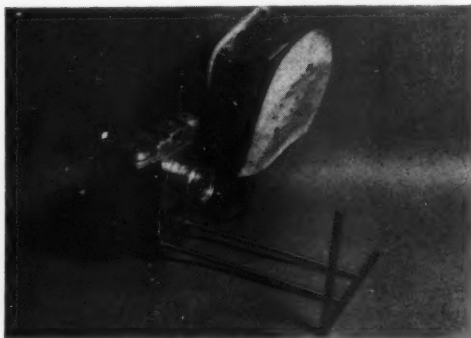
F-numbers appear singly in window. Distance scale and other markings are large, easy to read.

# GET MORE 35MM MILEAGE WITH ACCESSORIES

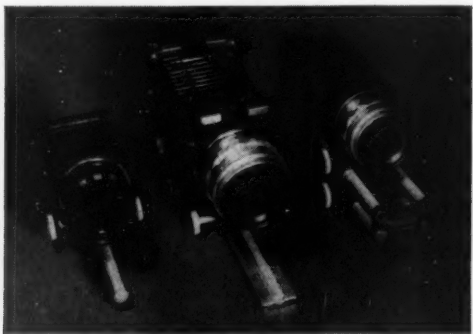
by NORMAN ROTHCHILD



**1. CLOSE-UPS WITH RANGEFINDER CAMERAS:** It's as easy to take close-ups with such a device as the Proximeter as it is to take pictures at normal distances. With it on the front of your lens mount you can use your rangefinder and viewfinder as you would for any picture.



**2. CLOSE-UPS WITH ANY CAMERA:** Put a close-up lens on your camera lens, attach a focal frame and everything within the framing area will immediately be in focus. Focal frames fit most cameras. This is Kodak's.



**5. CONTINUOUS FOCUSING FOR REMOVABLE LENS CAMERAS:** Reflex cameras don't need a reflex housing. Instead, use the bellows alone and you can often focus from infinity to a fraction of an inch from the lens. You'll see it all on the ground glass.



**6. CLOSE-UPS WITH AUTOMATIC LENSES:** Puzzled how to get that automatic diaphragm lens to work with an extension tube or a bellows attachment? Why not try a Closal unit to solve the problem of actuating shutter and diaphragm?

THERE ARE TWO KINDS of accessories—those which you find helpful and use rather constantly, and the others which after one-time use wind up gathering dust in a drawer. We'll deal (we hope) with the first group of accessories, but it'll be up to you to pick the particular items which will fit your own needs and camera.

In looking over the whole field of 35mm camera accessories, you'll note a definite leaning to close-up attachments of one sort or another. Close-ups seem to be the main desire of many 35mm camera owners once they've decided to look around for new photographic fields. Unfortunately, there are so many different kinds of 35mm cameras that all sorts of close-up accessories are necessary. And they also vary in ease of operation and certainly in price.

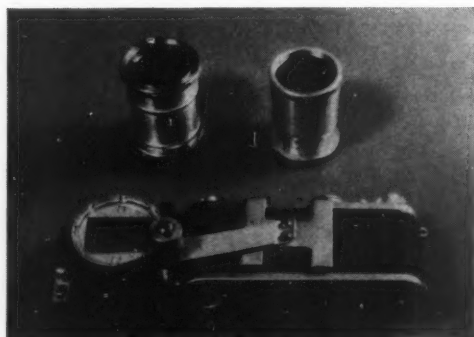
The Proximeter, shown (*photo 1*) mounted on an

AnSCO Super Memar, consists of a plus close-up lens that mounts in front of your range-viewfinder. It extends the rangefinder's operating range and corrects for parallax error in the viewfinder.

### ***There are two Proximeter strengths***

Two Proximeter strengths are furnished. Proximeter I lets you make close-ups down to about 19 in. while Proximeter II's range extends to about 13 in. (These figures will be modified by the particular camera you are using.) You can combine Proximeters I and II to get to about 10 in.

Proximeters are supplied for a great variety of range-finder cameras such as Vitessa, Prominent, DiAx, Argus, Kodak Signet, Bolsey, Karomat, Leica, Contax, and



**3. CLOSE-UPS WITH REMOVABLE LENS CAMERAS:** Get closer to your subject by slipping an extension tube between lens and camera body. Adjustable tube, *top right*, lets you shoot at varying distances. Focoslide focusing screen *bottom*, shows what you're getting.



**4. REFLEX VIEWING FOR RANGEFINDER CAMERAS:** Easiest way to make close-ups with interchangeable lens camera is to use a mirror-reflex housing with a bellows. Then you can compose and focus your picture on a ground glass screen right until ready to shoot.



**7. TELE OR WIDE-ANGLES FOR FIXED LENSES:** If your camera doesn't have an interchangeable lens mount, you can still get that wide-angle or telephoto effect by using accessory lenses which just slip over the camera lens.



**8. EASIER VIEWING WITH DIRECT FINDERS:** What focal length lens are you using? There's an open wire frame, brightly outlined optical finder, or zoom finder to show you just what's in the picture—with full parallax correction too!



Nikon. Check with your dealer to see if there is a model to fit your camera.

A device similar to the Proximeter is the Japanese made Auto-Up.

#### **Focal frame close-up devices**

Focal frames such as the Kodak Close-up Kit for Miniature Cameras, shown (*photo 2*) with a Kodak Pony 35 Model C, place the subject at the proper distance from the lens and outline the area of the picture by means of a metal or other frame. The Kodak unit also fits the Kodak Pony 828, Kodak Signet 35, Argus C-3 or A-4, Ansco Memar, Ciro 35, and Graphic 35 with the proper Series 5 adapter ring. It is supplied with a Kodak plus 5 Portra lens, for close-ups at a distance of about 8 in.

For close-up flash shooting in color Kodak makes special Close-up Flashguards, to go over your flash reflector. These allow just enough light from a miniature flashlamp to reach the subject for correct exposure on Ektachrome or Kodachrome Type F film. (A kit containing a Kodak Pony 828 camera, the Kodak Field Frame, a Kodak B-C Flashholder, 2 Kodak Close-up Flashguards, adapter ring and a Series 5 Kodak plus 5 Portra lens is sold as the Kodak Technical Close-Up Outfit.)

Other focal frames are the Cal-Cam; Belun, Boowu and Behoo devices by Leitz; Konica Close-up Kit; Kodak Retina Close-Up Kit Model B; and one for the Lordomat.

#### **Extension tubes and Focoslides**

Placing an extension between lens and camera lets you focus on close-up subjects (*photo 3*).

In a single-lens reflex (tube at *top left* for Exakta) you can see the effect of this on the ground glass screen. For other than reflex cameras, or for miniature cameras fitted with reflex housings, you must provide other means in order to know how sharp the subject will be.

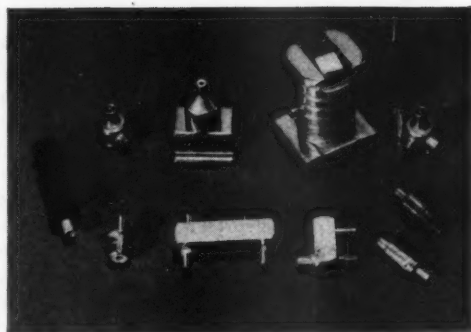
The Accura focusing extension tube (*photo 3*) for Leica, Canon, and similar cameras, has working distance marks engraved on it for various extensions.

In devices such as the Leitz Focoslides (*photo 3*) the image is first focused and composed on a ground glass screen. The ground glass is then replaced by the camera body and the exposure is made. For close-up focusing, extensions are used between the lens and the device.

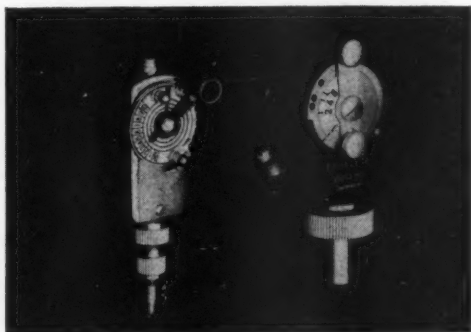
Similar devices are made by Zeiss (Contax), Nikon, Canon, and by Shull-Meyer (Speed-O-Copy) for a variety of cameras including all those named plus Argus cameras.

#### **Reflex housings**

You can have the convenience of reflex focusing even with a rangefinder camera if your camera has an interchangeable lens mount. Most such cameras can be fitted with reflex housings which, in effect, change your rangefinder camera into a single-lens reflex type. These reflex housings (*photo 4*), placed between camera body and lens, are generally used for close-up work but they are also employed for focusing and framing the image with tele or long focal length lenses.



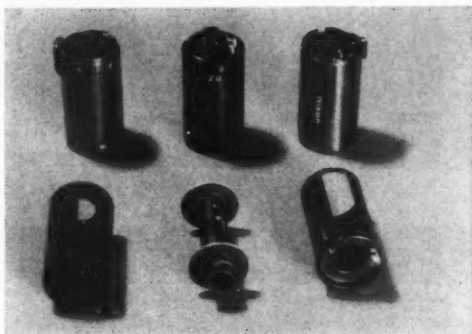
**9. CHANGE YOUR CONNECTION:** Perhaps you've got a flash attachment which just won't fit your camera. There are all sorts of accessory sync tips and adapters to remedy the situation.



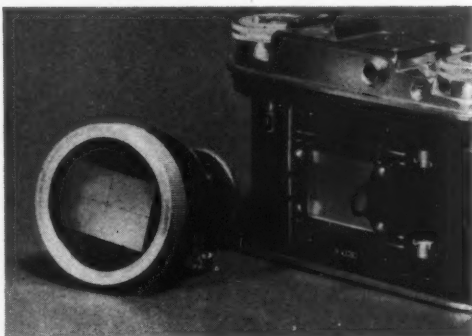
**11. SLOW SPEEDS FOR CAMERAS WITHOUT THEM:** Suppose your camera doesn't have slow speeds and you need them. Don't trade the camera in. These two slow speed devices (*see text*) may do the job satisfactorily for you.



**13. CARRYING YOUR METER WITH YOU:** Many new 35mm cameras have built-in meters. If yours doesn't, but it does have an accessory shoe, add a meter. There are many makes.



**10. FOR FOOLPROOF BULK LOADING:** Save money by bulk loading your film. For surest scratchproof results, check if special film cassettes are made for your camera.



**12. CHECKING FOCUS:** Is your camera operating properly? You can check alignment and focus of Leica-threaded cameras by using the Accura focusing ground glass, *left*. Accura ground glass insert, *right*, fits cameras with removable or hinged backs.



**14. HOLDING LONG LENSES STEADY:** Lenses of longer than 135mm focal length are generally made for tripod operation but you can hold them steady in your hands with a gunstock.

The "normal" focal length lens that you generally use with your camera will probably not work at infinity with the reflex housings. Most reflex housings require a longer-than-normal focal length lens in a short mount in order to focus at infinity, as well as closer distances. Check with the maker of your reflex housing for full data. A coupling device or a double cable release is used to operate the mirror in the reflex housing and release the shutter.

The Novoflex Reflex Housing (*left, photo 4*) is shown with the Novoflex Bellows, mounted on a Nikon S-2. It is also made in models to fit Contax, Leica, Canon and similar cameras.

Features of the Novoflex are: a revolving back for vertical or horizontal pictures, or intermediate positions; 45 degree eye-level prism focusing; and revolving mask on ground glass that changes position as the revolving back is operated.

The Accura III Reflex Housing (*also photo 4*) can be used with a waist level magnifier or accessory prism for eye-level focusing. It's shown with Kopil bellows.

Other reflex housings are made for the Leica, Contax, Canon, Nikon and Prominent.

#### **Bellows extensions for ultra close-ups**

Bellows extensions are generally used with single-lens reflexes (*photo 5*), or miniature cameras fitted with reflex housings to put enough distance between lens and film plane for close-up focusing. In contrast to extension tubes, which can be used only at a series of fixed distances, bellows extensions provide continuous focusing throughout their entire range.

The single track Kopil Bellows (*left, photo 5*) folds into a compact 2½ in. This makes it easy to store or carry in a gadget bag or even a pocket. It's available in models for Leica and Canon type cameras; also for Exakta, Praktica, Pentacon and similar threads.

The Multiscope (*center, photo 5*), features removable rear and front lensboards. In addition to being able to use the lens regularly mounted for your particular miniature camera, you're also able to mount any other special purpose lens on a Multiscope board. Special lenses include those in shutters; in barrel mounts as supplied for view cameras; special high grade process lenses for extra-sharp close-ups; etc. The back and front of the Multiscope move independently, allowing you to focus with either camera or lens.

Although the Multiscope is regularly supplied for the Exakta, a great variety of cameras can be fitted to it by simply mounting the proper flanges on the lensboard.

The Novoflex double track bellows (*right, photo 5*) has a revolving back. You can shoot either vertical or horizontal pictures without removing the camera from bellows or turning the whole assembly on its side. You can also turn the camera to an intermediate position to compensate for uneven ground or for special-angle effects. The double track allows you to focus using either camera body or lens.

The Novoflex is supplied for use with cameras that have Exakta, Praktica, Praktina, Pentacon, Leica, and Contax or Nikon lens mounts.

If you have a single-lens (*Continued on page 114*)

# NEW HAT FOR OLD...

## 16 IDEAS FOR 35MM

FURBELOWS don't make the hat. Ferricyanide and fancy angles don't make the picture. Whether hat or picture, the basic stuff from which it's made must be sound and well chosen. Imagination and good taste and ingenuity are perhaps nebulous terms. Coupled with technical competence, however, they are abilities that can produce new ideas or, as we like to call them, creative pictures. We don't urge you to decorate either hats or pictures with the embellishments of new materials. Use new methods and new tools sparingly—where you think they'll be effective. In this age and rage of the 35mm, miniature cameras are clacking away—indoors and out—but more quietly, now, with their discreet shutters, a large variety of accessory equipment, and excellent films. Yet the gamut of 35mm pictures is still sometimes tedious, often tortured. We see; we imitate; and in the excitement of making a new exposure—which is always a challenge—we often forget to ask that cautious question, "What am I trying to do?" The pictures here are not set up as all-time Greats. But they are guides to new ideas, new ways of looking at people, at situations, at the long and short views of the world around us all. There are many ways to approach your subject: the close view (as shown at *right*), the long view (Daniell's Venice scene, *page 65*). There are ways to catch people aware, and unaware (*pages 74, 75*), to be both fanciful and humorous as the mood strikes (man, guitar, *page 73*). There are ways, too, of daring difficult light to work for you—as Francekevich did (*page 67*). If the hat is out of date, burn it. Perhaps a radically new style is needed. At least try a new model, a new approach. Live with it awhile. Then ask yourself, ask your friends, if it wears well.—D.J.





▽ **ISOLATE THE OBSCURE** details. You'll never suspect where there may be a picture—on sidewalk, street, or wall, as here. Caught by "abstract" quality of white figure and tick-tack-toe scratchings against dark background, Jesse Fernandez closed in with Leica M-3, 50mm Summicron lens, Plus-X film, f/5.6 and 1/50 second. For pictures such as this, however, just any point of view won't do. Visual interest can be maintained only by balance and tension within the structure of the picture. Use your viewfinder thoughtfully!

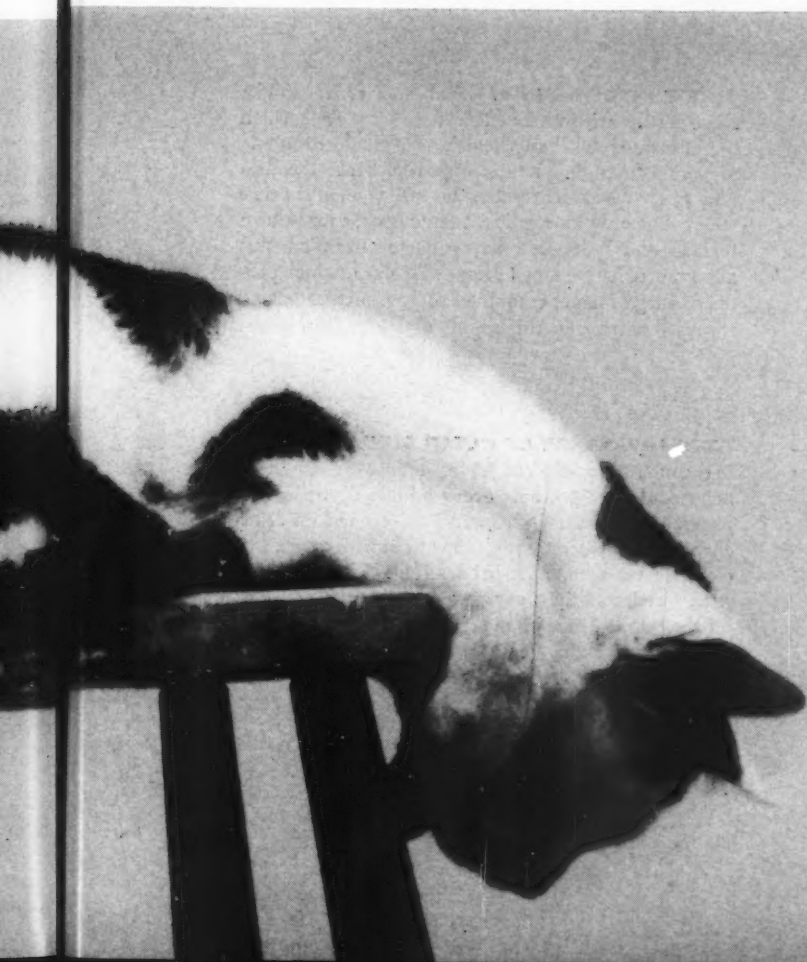
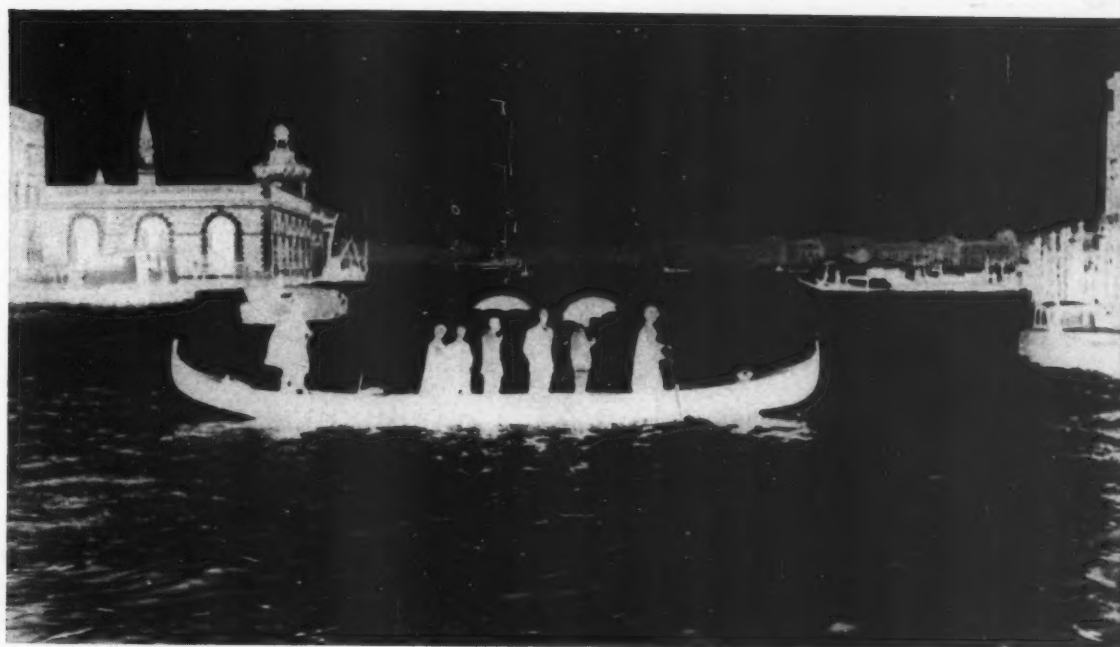


**FOR STARK EFFECT  
ELIMINATE THE GRAYS  
IN TAKING OR IN DARKROOM**

**LOOK FOR CONTINUOUS BACKGROUNDS**—Sky-light on smooth, white wall provided continuous tone, light background emphasized cat's black areas, helped to separate subject from its setting. Seamless paper can be used as well. Flash or speed light, bounced from wall or ceiling, will also give diffused, soft-shadow illumination. Alfred Statler used a Leica, Tri-X film, gave exposure of  $f/3.5$  and  $1/30$  second.

**DO IT IN THE DARKROOM.** George > Daniell converted rainy-day-in-Venice scene to startling picture. The original was a Kodachrome exposed at  $f/4.5$  and  $1/50$  second with a Leica. To get entirely new feeling, however, Daniell put the transparency in the enlarger, projected the image directly on a "hard" (No. 1) paper. If you are working with a black-and-white negative and want to make a negative print, you must make a positive negative. One way is to sandwich a negative and piece of new film between two pieces of clean glass—in the dark, of course—then hold them up to a light source. Exposure time will vary with the negative, so experiment. After the positive negative is processed, it can be used in enlarger to project negative image.







**CHALLENGE DIFFICULT LIGHT!  
FOR DRAMATIC RESULTS,  
SHOOT TOWARDS THE SUN WITH  
COLOR, BLACK-AND-WHITE**

◁ **CHALLENGE THE SILHOUETTE.** Gangplank stevedores framed by slit in enclosed pier became black images as Sonja Bullaty looked out from very dim interior. The bright sunny day outside added further contrast to figures and stark black-and-white effect to the overall scene. Using an Exakta with Biotar lens, Miss Bullaty gave exposure of  $f/3.5$  and  $1/50$  second.

**SHOOT INTO THE SUN.** Trial and error and ▷ some results with violent lens flare were well worth the efforts of Al Francekevich who made dramatic pigeon-in-fountain picture, *opposite*. Since the film was color (Kodachrome), he used an exposure meter, but only as a guide, then cut exposure down to  $f/11$  and  $1/50$ . Low light of late afternoon plus a long focal length lens (135mm Triotar), which produced large image, combined to give picture strong forms, contrasting highlight and shadow areas.

**TAKE ADVANTAGE OF CLEAR SUNLIGHT.** High in the mountains of Peru (*color foldout*), Marc Bernheim could shoot nearly every middle distance subject at approximately  $f/8$  and  $1/50$  second on Ektachrome. The clarity of high elevation, with only a few clouds, gave a constant bright light. When working with a reflected-light exposure meter, take readings off the palm of your hand, instead of the back (the palm doesn't change color), when it's impossible to get close readings from the subject, as here.

















◁ **FIND SOFT COLOR IN OPEN SHADE.** As a departure from the blazing hues of color film exposed in bright open sunshine, see how you like the subtle, muted tones of open shade color. Here you'll probably use shutter speeds of 1/50 and slower, and apertures of f/4 and wider, because the light level can be deceptively low. Specific means of determining exposures are always recommended! However, sometimes you must take a chance with accuracy in order to catch the decisive moment, as Raimondo Borea did at *left*. Enchanted by a wobbly boy's imitation of an older child, Borea guessed quickly at his camera settings—f/6.3 and 1/50 second on Ektachrome.

## TAKE ADVANTAGE OF LOW LIGHT LEVELS—OUTDOORS AND IN INTERIORS



**GET CLOSE TO THE SUBJECT** in difficult, available light. Wide apertures, which are most frequently used in indoor scenes as *above*, will result in throwing conflicting background details out of focus, provided the lens is focused on a nearby subject. Farrell Grehan was within a very few feet of horse show judges: f/4, 1/60.

**THE HEART OF THE PICTURE IS IN  
THE GESTURE, EXPRESSION, EVENT**

▽ **MAKE NO BONES ABOUT IT: PULL A SNEAK ATTACK** if friends tend to be camera shy. Seeing a chance to make head-on shot of camera-resistant friend, Angelo Lomeo didn't even focus. Swinging in with Leica pre-set at f/5.6 and 1/25 in late daylight, Lomeo stopped wonderfully live expression, gesture. A word of caution: when you're wielding that weapon, camera, aggression toward strangers is often unwelcome, to say the least. Tread gently, if you want to maintain their blessing as well as your head.







△ **LEAD THE EYE TO THE PICTURE.** Wide-angle lens (35mm) gave great depth of field, exaggerated shoes in foreground. The viewer's eye is lead quickly from the cleat on the toe, to knee, right up the necktie to a winning smile which is the picture. Larry Bigman (see "Discovery," page 82), chose extremely low angle which helps increase distortion. Canon, approximately f/8.



◁ **BE READY FOR THE UNEXPECTED.** The un-anticipated event may make a picture. Here, his day's work over, a cafe entertainer strolls home on deserted early morning streets, his guitar carried in as offhand a way as a yo-yo might be swung by a child. Jesse Fernandez, who was coming out into the Colombia, S. A., morning, captured backview of stranger with Contax, Plus-X, f/5.6, 1/100.



△ **QUIETLY CATCH THE UNAWARE.** Tired, reflecting, or in repose, expressions cling to unknown faces. Should a camera appear, a face can ice over, becoming again the stranger's daily mask. Open, unguarded moments such as this cafe scene are rare, require some stealth in getting them unnoticed. Mildred Grossman fiddled with Contax, pretending to shoot some other subject. Since she was at neighboring table just a very few feet away, this picture is practically a full negative.

**HOW'S YOUR TIMING? WHEN  
DO YOU POUNCE ON YOUR SUBJECT?  
—WHEN DO YOU PURR?**

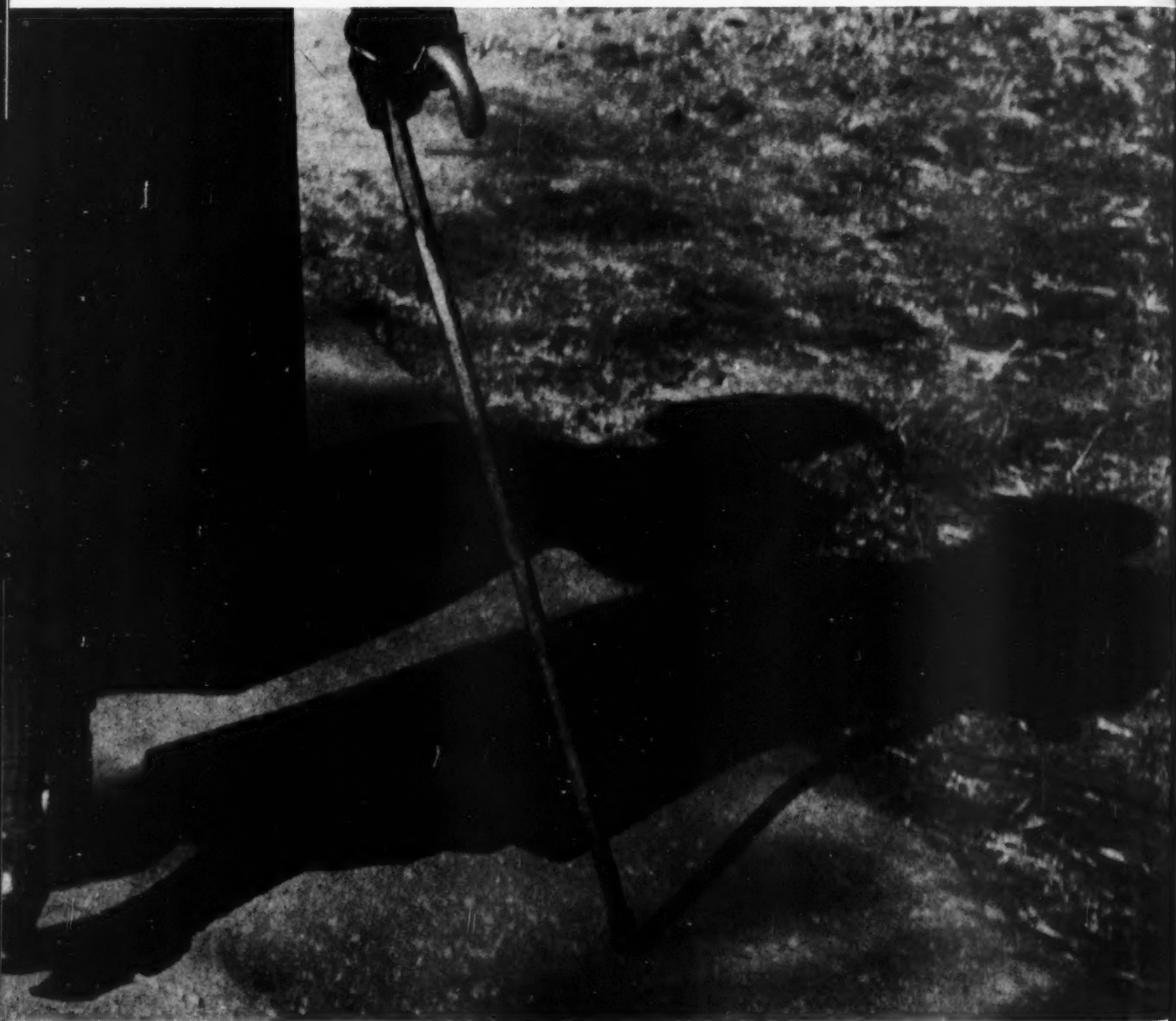
**LET 'EM MUG!** And children love ▷ to screw up their faces in front of a camera. Take advantage of their gyrations—they'll get used to the photographer and cease to pay attention to him soon enough. J. P. Charbonnier heightened the foolishness here by shooting directly down, so that faces and shoulders appear grotesquely large and out of proportion compared to the rest of their bodies. Usually, fast shutter speeds—upwards of 1/100 second—are essential if you want to stop quickly changeable expressions. However, if light conditions permit only slower shutter speeds, anticipate the moment when action or expression will reach a peak.





**TEST YOUR POWER OF  
SUGGESTION—PICTURE  
PEOPLE WITHOUT  
DETAILS OR FACES**

**PICK PART OF THE SUBJECT**—do you need a face to complete the picture? Certainly not. Hands, legs, even the back of a head can tell a story, for wherever there is gesture—any part of the body that can be moved can, in fact, gesture—there is picture material. Fred Stein had hoped to photograph diving shots, when he made this picture, but since “everybody was lazy,” he made these leg details instead. Fine-grain films are especially well suited to work in the bright outdoors. Stein used Panatomic-X in Leica. No exposure data.





#### **SUGGEST WITH SHADOWS.**

Reminiscent of the mystery in a De Chirico painting, shadow picture at *right* combines form, space, and suggested figure. Jesse Fernandez eliminated the human beings that came with the shadows, preserving the strange quality. At *left* Raimondo Borea included part of one human figure, accompanied by two shadows—a simple visual riddle that makes the viewer look twice. While Fernandez cropped his picture in his mind before making the exposure, Borea cropped later because, as he said, it made a much stronger picture than he had realized when making the exposure. Fernandez used a Leica M-3, f/5.6 and 1/50 second; Borea, a Condor I, f/8, 1/50.



A fine new book answers the question

# WHAT MAKES A GOOD FEATURE PICTURE?

PHOTOJOURNALISM IS THE MOST dominant force in photography today. It will be so for a long time to come. A photograph is a powerful weapon and its proper use is all important in a newspaper, on TV, or within a picture magazine. Our best photographic talents consider a job on one of these organs of visual communication the highest obtainable peak. Other photographers, amateur and professional, see the work of the photojournalists and emulate it.

## **Enter a new book**

Now there is a book by Arthur Rothstein called *Photojournalism* (Amphoto, \$5.95) a survey of the field. It is for editors, the budding photojournalist and everyone of us with a camera. Rothstein was a photographer for the Farm Security Administration during the 1930's. During World War II, he served as an instructor in the U. S. Army Signal Corps and was a Photographic Officer in India and China. For 16 years he has been a staff photographer and Technical Director of Photography of *Look* magazine.

Although the territory Rothstein seeks to cover is almost uncoverable because of its immensity and complexity, it can be distilled to "how to tell a story with photography." In 197 pages he covers the evolution of the photojournalist; describes newspaper photojournalism, examines the feature photograph, the photo sequence, the picture story; he enumerates and analyzes the duties and function of the art director and the picture editor; he stresses craftsmanship and the importance of proper equipment and technique, shows you a complete photo laboratory and the various processes which turn a picture into an integrated part of a magazine or newspaper. He discusses the ethics of photojournalism as well as basic legal aspects. The book is tastefully designed and fully illustrated by Rothstein's

own famous pictures as well as with photos from other photographers.

## **Why you should read it**

Much of Rothstein's accounting of professional procedures can be applied to your own approach to photography. Even if you never desire to sell a picture, Rothstein can help you distill an idea, select the best approach to the subject, the right equipment, the proper cropping of the photograph and the final presentation.

Rothstein's book naturally draws on his experience at *Look* and the book is heavily weighted with that magazine's approach to photojournalism (just as Wilson Hicks' earlier and excellent book, *Words and Pictures*, dealt exclusively with *Life* magazine). Rothstein however has attempted to diversify material by including much newspaper procedure from the *Milwaukee Journal*, certainly one of the country's most photo-conscious newspapers.

Undoubtedly Rothstein's conception of the nature and function of photojournalism will closely resemble the ideas of other editors. Since photojournalism is subject to many interpretations, some editors will certainly differ with him. As photographers who have had dealings with the photo departments of leading magazines know, it's indeed a brave and unusual magazine executive who is willing to commit into print his ideas on words and pictures.

It would be impossible to give a complete digest of *Photojournalism* in these four pages. Instead, we herewith print a sampling of the feature pictures contained in Rothstein's book plus direct quotes from him pertaining to each type of photograph. They will give you some idea of the wealth of material in *Photojournalism*. We think, however, it will be well worth your while to see the book itself.—THE EDITORS



*In analyzing his subject the feature photographer must be able to select the significant. The selection of what to photograph is just as important as the technique used for making the picture. . . . Most of the many photographers present on the dull dark day when Babe Ruth retired, used flash bulbs and made conventional pictures. One, however, made his exposure with available light and from a position behind the famous player. This picture caught the essence of the moment and was awarded the Pulitzer Prize for 1949. (Nat Fein: Herald Tribune)*





## ROTHSTEIN TELLS HOW TO MAKE A FEATURE PICTURE

*The photographer's control of action can add interest and variety to his pictures. Electronic flash and high shutter speeds are used to freeze action and record that which happens too quickly for the eye to see. The skillful use of slow shutter speeds to blur moving objects gives another kind of illusion of motion. . . . The ballet dancer, Tanaquil LeClerc, is stopped in midair by the light from four electronic flash units, placed behind a diffusing screen to give a semi-silhouette. (Rothstein: Look)*



*Creative photography involves the most skillful use of technical means to make the reader see a subject as the photographer sees—and feels—it. . . . Movement can . . . be shown by a series of multiple exposures against a black background. . . . A three-dimensional, sculptured effect is achieved in this classic pose of a shot-putter by means of multiple electronic flash which records successive phases of the action on a single sheet of film. (Frank Bauman: Look)*



*Composition refers to the arrangement of the elements in a photograph so that a pleasing design is created. The photo-journalist uses it correctly to help make his visual message clearer. . . . Lighting should create an adequate exposure and set the proper mood for the photograph. . . . The two figures are a director and an actor, working together . . . picture gives background and mood, tells a . . . complete story. (Ralph Steiner)*



*In spite of the special requirements for feature photography, the photojournalist must still do a significant job of picture reporting. This comes from his ability as an alert photographer to see and interpret the full meaning of a situation skillfully and truthfully. . . . This . . . photograph is more dramatic than any action shot would be. It conveys the intensity of physical struggle and the emotional pitch of great sports contests. (Bert Emanuel: Detroit Free Press)*



*Feature photographs (are) usually . . . published in magazines or gravure supplements to a newspaper. This means that photographs can be produced with a more subtle range of tones than those prepared for newsprint reproduction. The feature photographer can devote more thought to the problems of composition, camera perspective and pictorial values. . . . These swimming children were photographed through a window in the side of a pool below water level. It was given an award by the New York Art Directors' Club, following its publication. (Maurice Terrell: Look)*



*In order to make a picture more forceful it is sometimes desirable to distort or accentuate the perspective with lenses of various focal length. . . . The position of the camera is also important. A distant panoramic shot will set the scene while an extreme closeup will emphasize a significant detail. . . . A wide-angle lens used close up distorts the features of comedian Jimmy Durante, exaggerates his famous nose. (Arthur Rothstein: Look)*





Park, above: Canon, Plus-X, f/8 and 1/100. Girl, right: Ikoflex, Super-XX, f/11, 1/100.

## LARRY BIGMAN

SINCE the advent of 36-exposure films, compact cameras, and rapid film advance devices, overshooting has become a common thing and a source of argumentative hassles as well. There are those who stoutly defend the legitimacy of blind firing in hopes of eventually getting a good picture. In fact many photographers, sent out to get a single shot, come back with a dozen rolls of exposed film. Sooner or later they may produce an excellent result; but has it been a fair hunt?

Larry Bigman would emphatically say "No!" For if anything, Bigman probably under-shoots—making exposures slowly and deliberately. He carefully adds up all the components of the scene and waits for the expression or gesture or turn of event which will cap the meaning of the picture (*above and right*). "I don't see any point in making a hundred exposures in hopes of getting one success." Bigman feels the discipline of waiting can teach the photographer how to select a picture from a mass of extraneous details. "Even though this is sometimes hard, you must be able to recognize the picture instantly."

A native New Yorker, Bigman has been dealing with "instant recognition" for the past several years.

(Continued on page 126)



# DISCOVERY *no. 21*

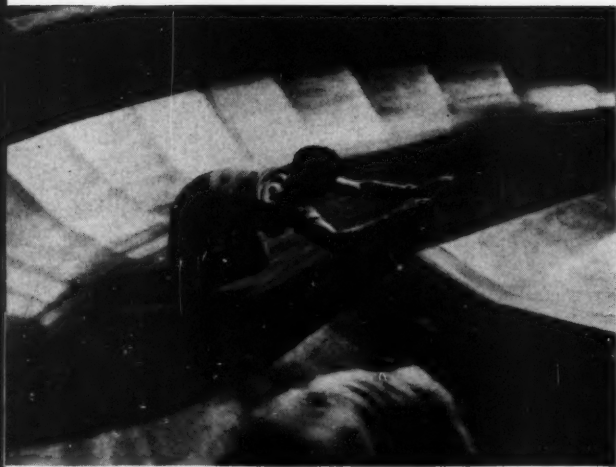


# "I TRIED IT MYSELF"

**MODERN PHOTOGRAPHY'S  
MONTHLY CONTEST  
FIRST PRIZE \$25  
SECOND PRIZE \$15  
THIRD PRIZES \$10**

SHOULD YOU center your subject, let it fill the entire picture area, or keep it off-center? Let the subject determine the answer! The size of a child, *below*, has been emphasized. He sits in a corner of the picture, a vast area of shadow and light above his head. A man's silhouette against a white sky, *far right*, is set off and given scale by the frame of buildings on either side. Decorated with overwhelming eyebrows, the girl, *opposite*, fills most of the picture area. Yet the eyebrows, the focal point, are centered.

"I Tried it Myself" is a monthly contest for black-and-white pictures. Anyone may submit any number of prints. Be sure they are 4 x 5 or larger in size, and that your name, address and all technical data appear on the back of each print. Please enclose a *stamped (first class postage) self-addressed envelope* if you want us to return pictures we're unable to use. All entries are considered for use elsewhere in the magazine. Send them to the Columns Editor, MODERN PHOTOGRAPHY, 33 West 60 St., New York 23, N. Y.

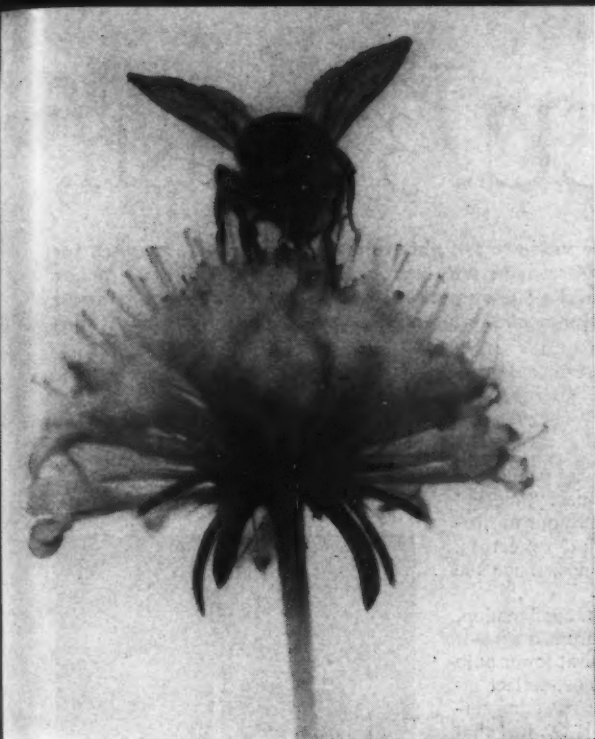


**THIRD PRIZE \$10.** Fun house whirlaround makes odd background for scrambling boys. Originally planned as part of a series entitled "Torture for Fun," this excerpt was made by Donald Snyder, Brooklyn, N. Y., with Leica IIIc, f/2.8 and 1/100 second on Ansco Supreme film.

**SECOND PRIZE \$15.** Large masses of light (door in foreground) and shadow (in background) set off a child, exaggerate his small size. By Chris Reeberg, Jamaica, N. Y., Kalloflex, f/8, 1/25 second, Verichrome Pan.







**THIRD PRIZE \$10.** Not a 20X enlargement, not a super-bee. But simply the result of +1 and +2 close-up lenses on Primar-Reflex. By Charles Gillen, Elizabeth, N. J.



**THIRD PRIZE \$10.** Slick wet day provides interesting reflections for cityscapes. Here Robert Mentken, New York, N. Y., overexposed light areas for details in the blacks.

**\$25 FIRST PRIZE.** Satirical high fashion spoof wears poker face beneath weight of brows. Carter J. Allen, Evanston, Ill., bounced floodlight off ceiling for soft diffused illumination, used Rolleiflex, Plus-X developed in D-23.



# 40 CU, 3" Flash,

—how to use the rodeo on the video to tell about the new Signet 40... synch for antique cameras, and a \$31.00 reason why not... prints by the mile 10 inches wide... darkroom box for child development... how a film can be both faster and slower... and how to balance all the negatives on new indoor-outdoor Kodacolor Film

## Signet 40, lip sync

Serious amateur photographers speak their own specialized language. You've already read the technical story of the new Kodak Signet 40 Camera in a recent Bulletin. Here, condensed from a Kodak TV commercial, is the "man-in-the-street" translation:

The video runs through CU (close-up) glamor shots of the camera alone, camera in a man's hands, camera in a girl's hands, shots of a rodeo, woman's face, man and woman beside a sports car, CU of camera with finger pointing to those famous red dots, CU of man flicking that convenient-thumb lever to wind the film, a screenful of the surprisingly low \$69.00 price, and so on.

Accompanying this is audio, either lip-synchronized or background "voice over," which says: "Kodak announces its newest color-slide camera, the Signet 40... first camera designed to keep pace with the new films and new flashbulbs you've been reading about... with it you'll get striking pictures... faster action shots... close-ups from as little as two feet away... it's so light, so smart, you'll step out in style wherever you wear it... and you'll step out with confidence, too; it has every modern feature... for example, you don't wind the film



—just" (and he gives a few flicks with the thumb lever) "like that... it's the top value in its field, and most stores offer it for \$6.90 down."

Which, as a matter of fact, is a pretty good summary for people who don't know an exposure index from a coupled rangefinder—and who wouldn't sit still anyway to hear about all the 40-or-more technical features that make the Signet 40 a bargain—including flash unit and two reflectors. Handled one yet? Your Kodak dealer has them now, unless his last order is already sold out.

## The new flash trend

We're delighted at the way people are taking to the new, compact "midget" flash units—especially since our mirror-finish Kodak Lumaclad reflectors, teamed up with M-2 bulbs, made the "midget" units practical.

Secret of this magic combination, which gives equal light from a smaller bulb in a smaller reflector at lower bulb cost, is not just the almost-perfect efficiency of the Lumaclad reflecting surface. Equally important is the fact that the curve of a mirror can be designed to give almost-perfect concentration of the



light within the area covered by your lens—with minimum "spill" and no "hot spot."

The Super-M 40 Flashholder that comes with the new Kodak Signet 40 Camera is an especially ingenious adaptation of the midget-flash idea. You get two quick-change reflectors—a 3-inch, shaped for peak efficiency with the pecan-size M-2 bulbs, and a 4-inch, specially tailored for the walnut-size 5 and 25 bulbs. Both fit on the same neat, compact body (see above). And it's all included in the \$69.00 camera price.

## Synch for heirlooms?

Now and then someone writes us: "I have a very fine old Kodak camera, made about 1915 (or some such year.) It takes good pictures, but how do I fix it for flash shots?"

The sensible answer is: "Why bother to? Instead, buy a modern \$26.50 Kodak Duaflex IV with Kodar f/8 lens, add a \$4.50 Kodalite Flashholder—and now you have two good cameras, probably for less than you'd spend trying to adapt the heirloom."

For flash snapshots, we doubt if there's

ever been a family-type, family-priced camera to beat the Kodak Duaflex f/8. It has that big brilliant reflex finder (perfect for indoor shooting), focuses to 3½



feet, has a color-corrected lens with settings from f/8 to f/16, has double-exposure prevention, gets 12 shots to a 620 roll, and is a joy to use indoors or out. Handle one, next time you're at your Kodak dealer's, and you'll see why we're so enthusiastic.

## Faster slower films

Can one film or plate be both faster and slower than another? Yes. For instance, some months ago we delivered three dozen very sensitive Kodak Spectroscopic Plates, Type 103a-F for use with the world's greatest telescope on Palomar Mountain in California. These plates are far better, far faster than, say, Kodak Tri-X Film, when they're given a 50-hour soaking in the feeble trickle of billion-year-old photons from a constellation at the far end of our universe. But for snapshots at typical camera-shutter speeds, or for ultra-short strobe exposures, they're not nearly as fast as Tri-X. We mention this in order to point out again, for the umpteenth time, that every Kodak film (or plate, or print paper) is specifically tailored to give you the best combination of characteristics for the field in which you'll use it. This adds up to the most quality and best performance for your money.

## Filters for Kodacolor Film

When we brought out the new dual-purpose "indoor-outdoor" Kodacolor Film, we specified two light sources—

dayli  
hotsy  
a gre  
use o  
negat  
use th  
Da  
(3800  
(3400  
With  
Wratt  
dex f  
flood  
bulbs  
Ele  
appro  
is, th  
as if  
flash  
of th  
color  
Filter  
Chan  
prints  
Cl

## Print

In or  
versa  
(\$2.9  
cents  
Dekt  
make  
Paper  
some  
to do  
He  
make  
those

the f  
front  
the K  
Mod

## EAS

# 30x40" Type C

daylight and clear flash. This is just hotsy-totsy for the snapshot public, but a great many advanced workers want to use other light sources, without getting negatives that vary all over the lot. So use these filters or the exact equivalents:

Daylight, use *no* filter. Clear flash (3800K), use *no* filter. With photofloods (3400K), use a Kodak Wratten 82A. With 3200K studio bulbs, use a Kodak Wratten 82C. (The correct exposure index for the new Kodacolor with photofloods and 82A is 20; with the 3200K bulbs and 82C, 16.)

Electronic flash is a special case. It approximates daylight. The only catch is, the negatives *look* for all the world as if they had been exposed with clear flash bulbs. So, to avoid the possibility of their being printed to the wrong color balance, use a Kodak Wratten Filter No. 85 over the camera lens. Chances are you'll be happier with the prints.

Clip and save this. Or, memorize it.

## Prints by the mile

In our discussions of the inexpensive, versatile Kodacraft Roll Film Tanks (\$2.95), Kodak D-76 Developer (36 cents in size to make a quart), Kodak Dektol Developer (78 cents in size to make a gallon), and Kodak Medalist Paper (\$2.45 for 25 sheets 8x10), we sometimes forget that some people have to do things in a bigger way.

Here, for instance, is a gadget Kodak makes for photofinishers, who roll out those millions of vacation snapshots of



the family in front of the family car in front of Yellowstone Park. It's called the Kodak Continuous Paper Processor, Model 4A. You can have one for

\$5,850.00, if you need it. However, be careful. This gleaming stainless-steel monster will turn out 30,000 snapshot-size prints a day... and will process Kodak Medalist and Ektalure papers in a 12-inch-wide roll at 5 feet per minute, all day long.

We thought you'd like to see the other side of the print-making picture. Incidentally, the Kodak chemicals and paper this device uses are of exactly the same quality you get in home-darkroom sizes from your Kodak dealer.

## Child Development

If you gave your small boy and/or girl a camera or camera outfit for Christmas, he and/or she should be ready now to start learning how to develop film and make prints. Of course, you can use your own darkroom equipment for teaching, but this necessitates the usual "don't touch anything unless I'm here," which takes away a good part of the fun. A better solution is one of the \$9.95 Kodak Photo-Hobby Outfits, or a \$16.95 Kodak



De Luxe Photo-Hobby Outfit. The De Luxe Outfit includes a good all-metal contact printer, which you probably intended to buy anyway, but have kept putting off. Buy it for the small fry, and maybe you can get permission to use it now and then.

## Big safelights

A home photo-lab with big ceiling safelights is much more pleasant—softer lighting, no gloomy corners. Every so often, someone asks us if it's safe for him to build his own enclosure to take one of our big Kodak Safelight Filters. Answer: Yes, if you provide for ade-

quate ventilation and heat radiation, don't jam the safelight filter into place with no room for *expansion*, and keep the wattage down to an appropriate level. The usual mistake is to fit the filter to an unventilated wooden box (wood is a fine heat-insulator) and put in too big a bulb. Naturally, the filter heats up and cracks (which is a dirty way to treat the best safelight filters you can get). A better way is to make a capacious metal box, as we do. Your dealer can supply you an 8x10-inch Kodak Safelight Filter for \$4.25; a 10x12-inch for \$5.25, in most series.

## Salon sizes in Type C

Some months back, we reported that Kodak Color Print Material, Type C, was available only in 8x10—unless you needed \$50 worth. Times have changed. Demand for big sizes of Type C has grown to such a point that you can now have it in *all* the salon sizes (and larger) in packages as small as ten sheets.

New schedule, 10-sheet packages: 11x14, \$7.95; 14x17, \$12.10; 16x20, \$16.10; 20x24, \$24.05. Also, if you want to Type-C-muralize the whole living-room wall, you can get it 30x40 inches, \$59.75 for 10 sheets.

Same sizes are also available in 50-sheet packages; but remember that Type C requires refrigeration until you use it. (After printing, those big beautiful glowing color enlargements will warm up the whole house.)

## Fact finding

Everything in photography is a challenge—to your technique, skill, judgment, originality, imagination. That's what makes it interesting: setting up problems, finding answers, learning techniques.

Common sense and correct exposure data go a long way toward solving most problems. The basic Kodak handbooks such as "This is Photography" (\$2.75), "How To Make Good Pictures" (\$1), and "How To Make Good Movies" (\$2) provide many answers. Special guides such as "The Complete Book of Lighting" (\$2.95) provide others. Solid works such as the 2-volume Kodak Reference Handbook, Color Handbook, Professional Handbook (\$4 a volume) offer a fund of reliable data. All these are available from your dealer; some of them belong on your bookshelf.

Prices include Federal Tax where applicable and are subject to change without notice.

**Kodak**

**EASTMAN KODAK COMPANY, Rochester 4, N. Y.**



## MODERN'S HOME MOVIE COURSE: SECTION 12

# YOU CAN CREATE ANIMATED FILMS

by ERNEST M. PITTARO

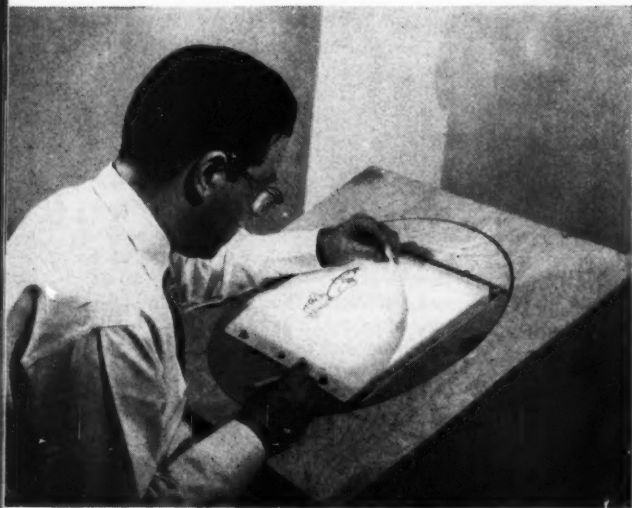
ANIMATED MOVIE making isn't as difficult for the amateur movie maker as you may think. Sure, professionals use equipment worth thousands of dollars—but for the purposes of the amateur movie maker the simplest kind of set-up will turn out admirable results. Remember, the professional has to come up with a production that will meet commercial requirements. And unless you plan on a pretty elaborate animated cartoon program, you don't need any special drawing talent.

What can animation do for your movie making? To begin with, it can help supply some of that missing continuity you need for travel and many other types of films. It can also offer you a change of movie making pace. Important, too, is the fact that you can shoot an animated movie with the simplest kind of set-up. And you control sets, actors, and script to an optimum degree. An animation movie can be shot in your kitchen, living room, or any part of the house.

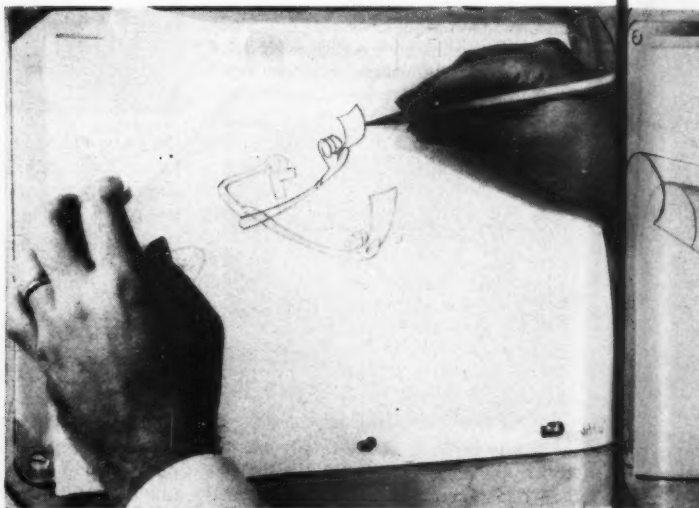
The equipment you need for animation can be reasonably simple. A camera, tripod, a few lights, a board or table to mount drawings or dolls can suffice. Of course, if you decide to take a crack at really professional animation, your equipment will have to be more elaborate. One of the more heavily-built titling units can often be made to substitute for a regular animation set-up.

A strip of exposed movie film is actually a series of still shots. Because they were shot at either 16 or 24 frames per second, only part of the action is recorded on each frame. When projected, the series of still shots is seen in rapid succession, and results in apparent reproduction of the movement you saw when you exposed the film. For a more detailed description of the workings of camera and projector, see MODERN, January and February 1956, *Home Movie Course*.

In making an animation film we shoot only one frame



**ANIMATOR'S DRAWING BOARD** is a big help in preparing animation drawings. The board is illuminated from underneath, permitting overlaying of several sheets. Registration pins make certain each sheet is properly aligned.



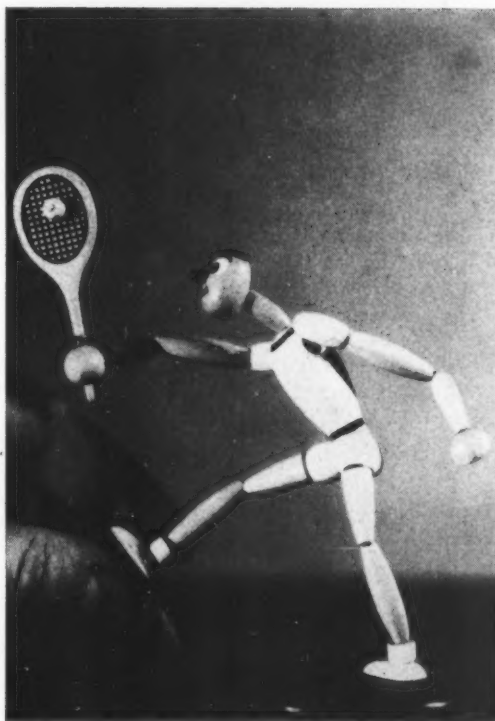
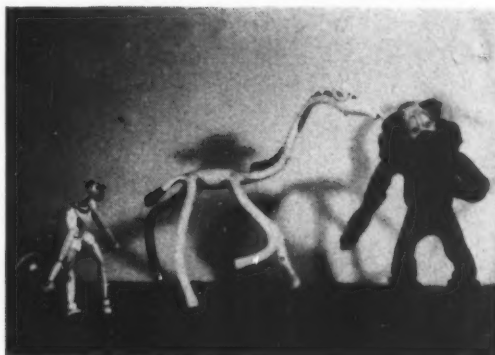
The extremes of the action are drawn first, sketching in the beginning and end of the movement. The third drawing illustrates the midpoint. The system is continued until the entire action has been drawn.

at a time. Instead of the action being continuous, we control it so that only a little bit of it takes place for each frame. You can see how this works by looking at the photos, *bottom, page 90*. Here, we wanted to shoot a scene where wine would seemingly disappear from a glass. The first step was to fill the glass, with the tripod-mounted camera trained on the scene. Then with an eyedropper, some of the wine was removed, and a single frame exposed. The process was repeated until the glass was empty. It's a good idea to shoot about 40 frames on continuous run before and 40 frames afterward. This serves to orient your audience to the glass. (This orientation is required at the opening of any animation scene.) When the film is projected, your audience sees the filled glass suddenly start to drain itself until it stands completely empty.

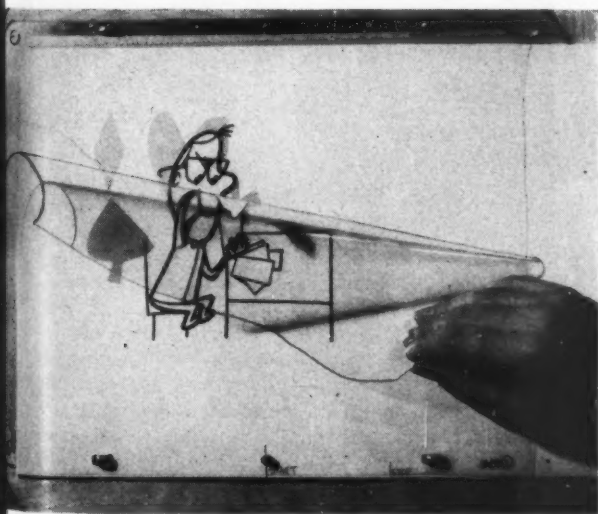
This simple kind of animation can be applied to movie making over a wide area. One place that it can be employed effectively is in vacation travel films. You may find that the jump between trip stops is disturbing. A bridge can be achieved through employment of an animated map, as in the pictures *top, page 91*. The large white dots can be punched out with an ordinary office punch. White pills can serve the purpose, too. Make sure that the trade name doesn't show. Place one dot at a time, exposing a single frame each time, until the route has been completed. Continuous lines may also be shown, by simply drawing a minute part of the line for each single frame exposure.

Passage of time can be illustrated by filming a burning cigarette in an ashtray, exposing a single frame about every 30 seconds. Another device is to move the hands of a clock a fraction of the time you wish to illustrate, until the hour or hours have been completed.

This kind of animation can be used to make a com-

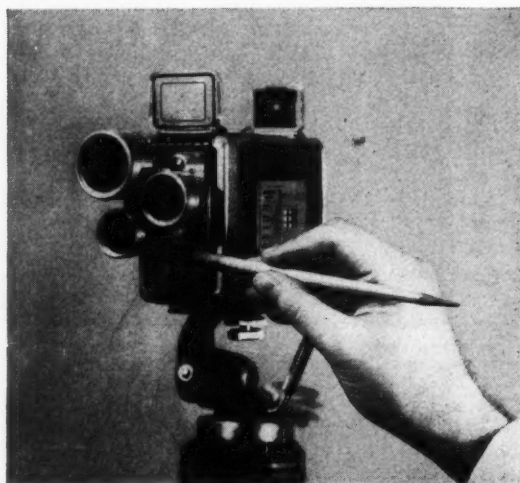


**TOYS, DOLLS, OR PUPPETS** can be used to create animated films. Jointed dolls can be purchased in art supply stores. Or, if you prefer to use a rag doll, thin metal rods can be inserted into limbs and bent into position. Pins can be used to keep doll in position by driving them through feet and cutting off pinheads. Pins can also be employed to keep small objects like tennis balls in place, as in the photograph *above*.



After the pencil drawings have been made the cellulose acetate sheet (cel) is overlaid, and the originals traced on cels with thinned-out cel paint or India ink. Paint can then be applied to back of cels.

## ANIMATED FILMS (Continued)



**SINGLE FRAME** exposure is possible even with the simplest of movie cameras. The eraser end of a pencil is employed to jab at the shutter release. A little practice and you will be able to hit the release just hard enough and long enough to expose a single frame at a time.



**SELF-EMPTYING GLASS** is one of the simplest types of animation. Glass is filled and about 40 frames exposed. An eyedropper full at a time is removed and a single frame exposed with each withdrawal.

plete short film. By drawing lines or shapes, a little each time, an abstract movie can be created. But go easy, a little of that kind of film goes a long way. The same theory can be applied to clay forms, changing their shape a fraction for each exposure.

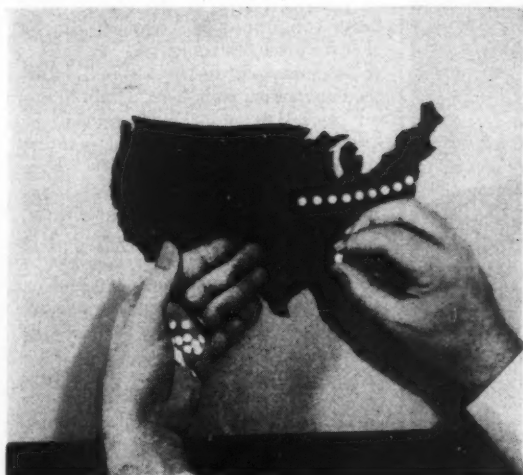
Slightly more ambitious, but no more difficult in respect to technique, is the animation of three dimensional objects such as toys or dolls. Any art store can supply you with dolls that have movable joints. Or, you can get your actors and actresses from the nearest toy chest or nursery. The photos on *page 89* show some of the dolls and toys that lend themselves readily to animation. Rag dolls are good subjects. Inserting a short piece of thin, flexible metal rod into the limbs of the doll permits you to position them for each shot in the sequence. Dolls can be kept erect by placing wooden supports behind them, out of camera range, or by driving straight pins through the feet and clipping the pin heads. Cellulose tape with adhesive on both sides will often work. Modeling clay will also hold dolls in position.

Simulating human movement with dolls presents two problems. One, how long should the movement take on the screen? Two, what path does the movement

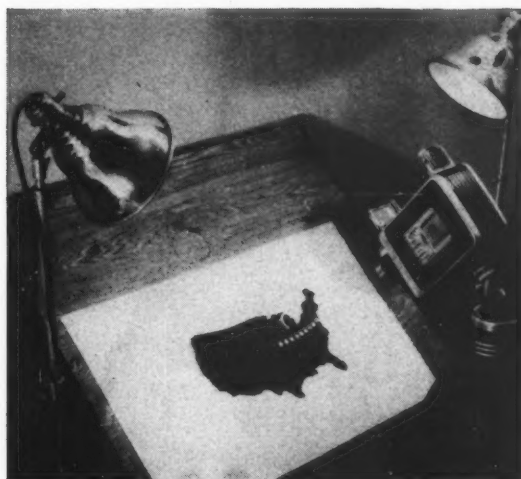


When the film is projected at regular speed, the glass will seem to empty itself. The basis for most animation is exposing a series of single frames, recording only a small segment of the action each time.





**SUPPLYING CONTINUITY** is one use you can make of animation. Here, a vacation route across the country is being animated on a simple outline map. Each dot is photographed separately. See text for other devices.



**LIGHTING FOR ANIMATION** should be simple. Here two flood lights are aimed at the board to give even light. You may want more contrasty lighting for table top doll animation. Make sure to leave yourself working room.

have to follow to look real? Both questions can be answered in a similar way.

Suppose for a moment that you want to photograph a doll or puppet walking into a room. Simply run through the motion yourself. Walk into the room and stop approximately at a spot that corresponds to where your doll will stop in the set.

Time your movement from the moment you enter the room until you stop walking. Screen time should be the same. Close observance of the leg movement involved will also tell you how your doll must be moved. In walking, one sequence making up a step will be much like the next. Figuring out the number of frames you will have to expose to walk the doll across the set is the next item.

Let's assume that you took about ten steps in five seconds when you tried it out yourself. You plan to project the film at 16 frames per second. Total footage for the 10 steps of the walking doll is 80 frames, or 16 multiplied by 5. That means each step will take about 8 frames. The motion of the leg in walking is then divided into eight parts. The leg is moved a bit for each single frame exposure, as in the picture of the tennis player on page 89. The chart on this page will help you to determine the number of frames required for a movement to be completed in a given time.

You'll probably discover that a table top makes the best stage for your animated puppet or doll films. Backgrounds can be cut from magazines or sketched in on large sheets of paper.

As a general rule, fast actions require one frame per segment of movement. But where the action in real life is rather slow and covers (Continued on page 92)

#### CONVERSION CHART FROM SECONDS TO FRAMES

SILENT		SOUND	
Seconds	Frames	Seconds	Frames
1	16	1	24
2	32	2	48
3	48	3	72
4	64	4	96
5	80	5	120
6	96	6	144
7	112	7	168
8	128	8	192
9	144	9	216
10	160	10	240
11	176	11	264
12	192	12	288
13	208	13	312
14	224	14	336
15	240	15	360
16	256	16	384
17	272	17	408
18	288	18	432
19	304	19	456
20	320	20	480
21	336	21	504
22	352	22	528
23	368	23	552
24	384	24	576
25	400	25	600
26	416	26	624
27	432	27	648
28	448	28	672
29	464	29	696
30	480	30	720

**H.S. NEWCOMBE**

**35mm PHOTO TECHNIQUE**

**35mm**

**PHOTO TECHNIQUE**

**Order from your dealer or**  
**AMPHOTO** American Photographic Book Publishing Co. Inc.  
 33 WEST 60th STREET, NEW YORK 23, NEW YORK

**DICTIONARY OF PHOTOGRAPHY**

"... Helpful and unique... an obvious must in every photographic library"  
 —New York Times

"... An invaluable reference work for every serious student... a must for every camera club library in the country"  
 —U. S. Camera

The Eighteenth edition of this valuable and authentic work is finally out after five years of preparation. It contains a definition of all terms and an extensive manual of current methods. Edited by the distinguished A. L. W. Sowerby, F.R.P.S., and editor of Amateur Photographer, this work has international reputation. 728 pages.

**\$10.00**  
 Add 3% sales tax for New York delivery.

**At your dealer or from**  
**AMPHOTO, 33W 60th, N.Y.C. 23, N.Y.**

**35mm BLACK & WHITE SLIDES**

From any size photo or negative

**6c** per frame from complete 35mm roll unmounted  
**12c** mounted  
**30c** each from negatives larger than 35mm.  
**50c** from photos

**NOW! See your favorite snapshot on the screen!**  
 The most thrilling way to look at your pictures is on the screen. Now all your friends can see your pictures at the same time. Slides made from any size negative or photo. Specify cardboard mounts or film strips.

**NATIONAL PHOTO LABS** NEW HYDE PARK 12 NY

**NEW EDITIONS**  
 Two Books That Will Improve Your Movies

**How To Make 8mm Movies,**  
 by N. Bau

The complete story on equipment, accessories and techniques, written clear enough for quick understanding, and with drawings to illustrate each recommended procedure. The author, a well known expert in England, tells movie makers how to go beyond the basic routine that beginners generally use in handling the camera.

**How To Do Home Movie Tricks,**  
 by J. Caunter

Here is practically a compact encyclopedia on the subject, giving dozens of ways to work camera magic and excite your audience. You learn how to reverse action, stop motion, super-impose, and do many other tricks. Simple language, clear illustrations, packed with new ideas and useful information.

**\$1.95 ea.**  
 at your dealer, or from  
**AMPHOTO**  
 33 W. 60th New York 23, N.Y.

**STUDY PHOTOGRAPHY**  
 COMMERCIAL • PORTRAIT • ILLUSTRATIVE

Finest professional instruction and equipment. Co-ed. Living accommodations secured for men. Attractive dormitory for girls. G.I. Approved. Enter 1st Mon. monthly. WRITE OFFICE OF REGISTRAR, ROOM 343. Specify course desired.

**RAY-VOGUE**

750 North Michigan Ave., Chicago 11

## MOVIE ANIMATION

(Continued from page 91)

only a small area, as the turning of a head, two frames per segment can be shot for a smooth transition.

You may want to try drawing or cartoon animation. Even here, within limits; no special talent or equipment is required. If your drawing talent is rather limited, you can still make stick figures that will provide many amusing evenings for children and grown-ups alike. Figures can be cut from magazines. Arm and leg movement is made possible by cutting the figures at the joints and re-joining them with pins whose heads are colored to blend with the tone of the paper.

Even professional-type animation is possible, by adapting standard methods to your own use. You'll need an animation board to make your drawings. One can be made by cutting out a section of a drawing or other board to accept a glass panel roughly the size of the drawings you will make. The board should be illuminated from underneath.

Some means of registration must be employed, so that each sheet of paper will fall into exactly the same position occupied on the board by the previous one. A small office gang punch can be employed to make holes in the paper. Then insert wooden pegs of roughly the same size as the holes into your drawing board. The pegs should be the same distance apart as the paper holes. Similar pegs must be mounted on the board where the drawings will be photographed. A good paper size to use is regular 8½ x 11 bond or typing paper.

The pictures on pages 88 and 89 show the steps involved in making the animation drawings. We have a little man slamming a playing card down on the table. In previous animations of dolls, we began from the start of the action and progressed gradually to the completion. Here's where drawn animation differs. The first drawing is of the end of the action. This is called drawing number one and is so marked. A fresh sheet of paper is placed over the illuminated drawing board over the first sheet. The start of the action is then drawn. Since the entire movement will take about one second, we label this one drawing 16. Known as "extremes," these two sheets will serve to orient all drawings to follow.

A third drawing, No. 8, is then made. In making the drawings keep in mind that some parts of the body move more than others for a particular action. In this particular case, the action of the lower part of the arm is greater than the upper arm. The elbow serves as a fulcrum. The first part of the action can be completed by taking drawings Nos. 1 and 8 and laying them on the drawing board. After drawing No. 4 is com-

pleted, 2 and 3 can be filled in. The process is repeated until the entire action has been drawn. Gathering up the sheets in sequence, flip them like a toy flicker book. You'll get an idea of what the final film will look like.

If you like, a "pencil test" film can be made on positive film. This kind of film is color blind, registering only black and white, with no middle tones. The positive film will give you an image composed of white lines on a dark background, and serves to test the accuracy of your original drawings. The sketches are mounted on the shooting board and the camera mounted on a tripod. For more professional results a titling stand may be used.

Once you are satisfied with the results of the pencil sketches, you can go on to the next step.

The pencil outlines can be inked in with India ink. A cellulose acetate sheet (cel) can be used to provide a sketchy background. Be sure that the background will not conflict with the drawings. Leave the area where the figures will appear blank while sketching in trees, chairs, and other props at the edges of the sheet.

You may want to do a more professional job. In that case you'll need a sheet of cellulose acetate on which to transfer each one of your drawings. The cels must be perforated in such a way as to match the perforations of the pencil sketches.

A drawing is placed on the drawing board and a cel laid over it. India ink is used to trace the drawings on the cel. Mark the cel to correspond with the drawing. Incidentally, it's a good idea to wear cotton gloves to avoid fingerprints on the cels.

After all the pencil drawings have been transferred to cels and the cels have dried, you can start painting. Turn the cels over so that the inked side is down. Special paints for painting cels can be obtained at your local art supply store. Fill in the outlines with color. Remember, once you've used a color for one portion of the drawing on a cel, it must be continued on the next cel.

Once the cels have been painted, you can either paint a suitable background or cut one from a magazine or other source.

The cels are photographed in the same way that you made the pencil test. Each cel is exposed for a single frame. A sheet of 1/4-in. glass will hold the cels flat.

Lighting for dolls, simple line animation, or even drawn animation should be kept simple. Keep the lighting units as far from the subject as is consistent with a workable f-number, as in the photo on page 91. Keeping them too far away may mean too little light for good exposure.

The best way to determine exposure  
(Continued on page 94)

# BORD-R-LESS<sup>\*</sup>easel

**SAUNDERS** revolutionary Bord-R-less easel makes every size print from postage stamp up to and including 11 x 14. Paper is held flat in perfect register, permitting edge to edge exposure. Non-skid rubber base; focal-yellow-color for pre-focusing; fits both autofocus and regular enlargers.

NO VACUUM • NO ADHESIVE TAPE  
NO GLASS • NO STICKY SOLUTION

EASTERN LIST PRICE **\$14.85** AT YOUR DEALER OR WRITE



The **SAUNDERS** Co.

Rochester 1, N. Y.

\*Licensed under DeBrouwer Pat. 2633055

**EASIER,  
FASTER,  
lots more fun...**

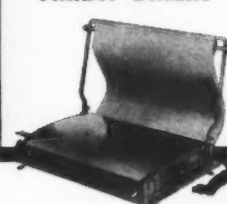
AMERICA'S FINEST  
DARKROOM EQUIPMENT

**ARKAY DRIERS**  
For flat prints in just five minutes, perfect results in matte or glossy finishes. U. S. approved. Nine different models priced from \$10.25 to \$52.00.

**ARKAY PRINT WASHERS**  
For prints and cut film. Straight line jet flow action sweeps upper and under slides with force eliminating hypo-pockets. Rust resistant, sturdy, compact.  
5x7 .....\$2.50 11x14 .....\$8.95

**ARKAY DRIERS**

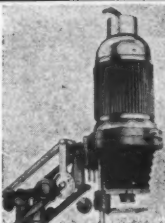
**Arkay Print Washers**



See your photo dealer or write Arkay for catalog. MP-3

*Arkay*

ARKAY CORPORATION  
1510 SOUTH 1ST STREET  
MILWAUKEE, WISCONSIN



FROM **\$19.95** **FOTOLARGERS**

Professional results at the lowest price possible for fine, precision made equipment. Only low price enlarger offering full line of accessories such as condensers, copy back, copy fits, counterbalances, etc.



FROM **\$19.95** **CINELARGERS**

Featuring new lens design, allows you to make prints from your 8 & W or color movie film. 8mm—\$19.95, 16mm—\$19.95. New 35mm model for making 8 & W or Kodacolor prints from 35mm slides \$22.95.



**STANRITE SUPERPOD  
GEARED TWO WAYS...**  
FROM **\$19.95**

Horizontal gear for smooth movies panning. Geared for fast elevation up-down action. Extra 90° tilt on panhead. Ball level, many new features that have never been offered on any tripod before.

**THE MOST AMAZING  
TRIPOD EVER MADE**

WRITE FOR FREE CATALOG

Testrite Instrument Co., Inc., 135 Monroe St., Newark 5, N. J.

**YOU CAN BE A TV CAMERAMAN**



Send for FREE Booklet P-3

APPROVED FOR VETS

**TV**

**WORKSHOP**

1780 Broadway, New York 29, N. Y. PLaza 7-3721

It's a short step from the nationally-known Television Workshop to a good-paying job in television.

Work with the finest RCA cameras and video equipment in station-size studios, under the instruction of network experts.

Graduates now working at leading TV stations throughout the nation. Previous experience unnecessary. Free placement service.

Day or Evening Classes

**THE FINEST**



*Perrin Sattler*

in 2 Fine Leathers  
**California Saddle or  
California Harness**

**\$29.95**

*Perrin*

**J. B. PERRIN & CO., Inc.**  
4476 Warner Drive • Culver City, California



## OPTICAL BARGAINS

See the Stars, Moon, Planets Close Up!  
3" "PALOMAR, JR." REFLECTING TELESCOPE  
100 or 120 Power—An Unusual Buy!



### Photographers!

Adapt your camera to this Scope for excellent Telephoto shots and fascinating photos of moon!

You'll see the Rings of Saturn, the fascinating planet Mars, huge craters on the Moon, Star Clusters, Moons of Jupiter in detail, Galaxies! Non-breakable aluminum covered tube. Equatorial mount with lock on both axes. Aluminized and over-coated 3" diameter high-speed  $f/10$  ventilated mirror. Telescope comes equipped with a 60X eyepiece and a mounted Barlow Lens, giving you 100 or 120 power. An Optical Finder Telescope, always so essential, is also included. Sturdy, hardwood, portable tripod.

Free with scope: Valuable STAR CHART and 136 page book, "Discover the Stars."

Stock No. 85,050-M ..... \$29.50 f.o.b. Barrington, N.J.

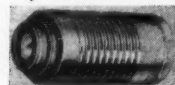
(Shipping wt. 10 lbs.)

### Take Telephoto Shots Thru 7 x 50 MONOCULAR

This is fine quality, American made instrument—surplus! Actually  $1\frac{1}{2}$  of U.S. Govt. 7 x 50 Binocular. Used day and night. To take fascinating telephoto shots. Brand new, \$95 value. Due to Japanese competition we close them out at a bargain price.

Stock No. 50,003-M ..... \$15.00 Postpd.

### f/1.4 16mm. MOVIE PROJECTION LENS



F.L. only  $1\frac{1}{2}$ " or  $\frac{1}{4}$ " that of standard 16mm projecting lens. Gives you a big picture—4 times the size normally obtained in same projecting distance. Lens unit is mounted in a standard sleeve with an O. D. of 1-3/16" which fits most 16mm projectors. Brass tubing available to change O. D. for adapting to other sizes from 1" to 1 1/2". Direction sheet included. Back of the lens must come within 5/16" of film. Worth \$30.00.

Projecting Lens—Stock No. 30,119-M ..... \$9.50 postpd.  
Sleeve Adapter, 1" O.D.—Stock No. 40,126-M ..... \$1.00 postpd.

### "FUN WITH OPTICS"



#### Tells How to Build Your Own Optical Instrument

Just out! 32 exciting pages! Easily understood, diagrammed instructions for building telephoto lenses, telescopes, microscopes, artist drawing projectors, slide viewers, close-up camera lenses, binoculars, riflescopes, etc. We can furnish the lenses, prisms and parts you'll need. Right now order your copy of "FUN WITH OPTICS"—a terrific book—tells all about lenses and prisms, too.

Stock No. 9050-M ..... \$3.00 postpaid

### "ALL ABOUT TELEPHOTO LENSES"

21 pages—wealth of information, diagrammed instructions. Tells how to build Telephoto attachments—how to use them. Lots of other good dope on Telephotography.

Stock #9036-M ..... \$6c Postpd.

### New! 2 in 1 Combina'l Pocket-Size 50-Power MICROSCOPE and 10-Power TELESCOPE

ONLY \$4.50 p.pd.



Useful Telescope and Microscope combined in one amazing, precision instrument. Impressed! No larger than a fountain pen. Telescope is 10 Power. Microscope magnifies 50 Times. Sharp focus at any range. Handy for sports, looking at small objects, just plain snooping.

Order Stock #30,059-M—\$4.50 p.pd. Send Check or M.O. Satisfaction Guaranteed!

GET FREE CATALOG #M—America's No. 1 source of supply for photographers, hobbyists. World's largest variety of Optical items. Bargains galore! . . . War Surplus—Imported—Domestic! Microscopes, Telescopes, Hand Spectroscopes, Prisms, Lenses, Reticles. Mirrors and dozens of other hard-to-get Optical items. Ask for FREE CATALOG #M.

EDMUND SCIENTIFIC CO.  
BARRINGTON, NEW JERSEY

## MOVIE ANIMATION

(Continued from page 93)

is to run a test. Set up lights, copy, and camera. Expose a few feet at the setting recommended for your camera, a few more at about one-half to one f-number greater and from one-half to one f-number smaller than recommended. Compare the results, choose the lens opening giving the best results.

If you have no single frame device on your camera, set the camera at its slowest speed and punch off a single frame with the eraser end of a pencil. Keep your lighting set-up standardized throughout the test and when actually shooting the animation film.

Animation gives you almost absolute control over your movie making. It also means an opportunity to go far afield with the abstract type of film. But whether you animate for fun, or for some more serious reason, you'll find that it offers many an opening for really creative movie making.—THE END

Drawings for this article were supplied by Lars Calonius Studios and the Better Vision Institute.

## PRAKTINA FX

(Continued from page 53)

finder ground glass which is standard with the Praktina FX. We have always found the standard, plain glass quite adequate for focusing. Happily, on the Praktina the rangefinder ground glass can easily be replaced with a plain ground glass (\$3.95). It's held in place by springs under the removable prism.

With the plain ground glass in place, we found the focusing and viewing image quite bright. The ground glass itself seems finely etched and it's possible to focus sharply with it. The shutter release which juts out from the right side of the camera body at a 45 degree angle falls admirably under your forefinger. The Praktina is easy to hold steady.

It's nice to have all the shutter speed markings on one dial atop the camera. Tests made proved them consistent in range. The 1/10 sec. marking is especially welcome for those extremely low light level hand-held shots. Shutter noise and mirror shake caused by the spring-operated mirror flying upward were about average.

The frame counter is integral with the wind knob and is sometimes a bit hard to read, since it works off the same indicator arrow as the outer ring which controls shutter speeds. The wind knob is all right, but a rapid-wind lever would be welcome.

The back of the Praktina comes off completely for loading film, exposing a dull, matte-finished, well made, cast cam- (Continued on page 100)

## FIRST AID FOR MOVIES

Having trouble making good movies? Want to learn how? Here's everything you need to know to produce prize-winners!

**499B HOW TO PLAN A HOME MOVIE SCRIPT**, by O. Blakeston. How to string film shots into a screen story that flows.

**499C HOW TO ACT FOR HOME MOVIES**, by T. Rose and M. Benson. Covers timing, speech, character interpretation, etc.

**499D HOW TO MAKE HOME MOVIES**, by G. Wain. Complete instructions.

**499E HOW TO DIRECT YOUR OWN MOVIES**, by T. Rose. Selecting the subject, casting, organizing, etc.

**499F HOW TO TITLE YOUR OWN MOVIES**, by L. F. Minter. Lettering, backgrounds, borders, special effects, animated titles.

**499G HOW TO EDIT YOUR OWN MOVIES**, by H. Baddeley. Splicing fades, dissolves, detailed editing, sound.

**736 HOW TO MAKE VACATION MOVIES**, by H. Baddeley.

**355 HOW TO MAKE GOOD COLOR MOVIES**, by C. L. Thomson. Color films, their characteristics, and how to handle.

**61 HOW TO DO HOME MOVIE TRICKS**, by J. Counter. Dozens of ways to work camera magic and excite your audience.

**734 HOW TO ADD SOUND TO YOUR HOME MOVIES**, by D. M. Neale.

**490 HOW TO MAKE MOVIE CARTOONS**, by J. Halas and R. Privett. From script to screen, including materials, characters and script.

**737 HOW TO MAKE 8-MM MOVIES**, by N. Bau. (new edition, 1.95) **\$1.75 ea.**

**HOW TO GET THESE BOOKS:** Check the titles you want above. Fill out your name and address below, tear out this ad and take it to your local camera store. Your dealer will be happy to order these books for fast delivery if he does not have them in stock. If you happen to live in an area without a camera store nearby, you can order these books direct from us. Check the titles you want, fill out your name and address and amount included, and mail with check or money order to the address below.

### AMPHOTO.

33 West 60th St., New York 23, N. Y.

Amount included: \$

Name

Address

City Zone State

**PLEASE NOTE:** All orders are shipped postpaid. No C.O.D. Add 3% sales tax for all orders to be sent to New York City. Add 10% for delivery outside U. S. A. except APO numbers. Allow approximately 10 days for delivery. Books may be returned within 5 days for refund.



### LOW-COST SLIDE PROTECTORS

Prevent scratches, fingerprints; made from Kodapak sheet. May be used for all standard card-board mounts. Sealed edge.

2 x 2 protectors:  
100 for 1.98  
300 for 5.40  
1000 for 17.00

Slide protectors:  
100 for 2.79  
300 for 7.25  
1000 for 21.00

### FREE! 36 page CATALOG...

Saves up to 40% on your Photo Needs.

Write or come in for a FREE copy today.

**FOTOSHOP**

LO. 3-1973

134 WEST 32nd ST. New York 1

Unconditional Guarantee!  
30 Day Free Trial!  
Trades Welcomed!  
Only 10% Down!  
Time Payments Arranged!

**IT'S REVOLUTIONARY!**  
The New "Do It Yourself!"  
**ROX-COMBI**  
GENUINE  
LEATHER  
GADGET  
BAG!!



You design and make the compartments to suit your requirements! Whether you own a miniature camera with a variety of accessories, or a twin lens reflex... THE ROX-COMBI will take it. Even a fielding camera with flashgun or a two camera outfit... THE ROX-COMBI fits the bill ORDER YOURS NOW!

ROX 111, w/pocket	12 1/4 x 4 1/8	28.95
ROX 112, w/pocket	12 1/4 x 4 1/8	27.75
ROX 11, w/pocket	9 1/2 x 3 1/2	24.50
ROX 10, w/pocket	9 1/2 x 3 1/2	22.50
ROX 1, w/pocket	7 1/2 x 3 1/2	17.25
ROX 2, w/pocket	7 1/2 x 3 1/2	14.95

All Bags Fitted With Adjustable Flexible Inserts.  
Leather FIRST from Haber & Fink!

**EXPOSURE METERS**  
Save on Display Model New, Guaranteed Models

Reg.	Special
Weston Master III	\$32.50 \$22.49
Eveready Carrying Case	2.75 1.75
GE PM1	32.50 21.50
GE DW 68	25.50 18.95
Carrying Case for GE	2.75 1.75
Norwood Calomarine	32.95 22.50
Carrying Case	3.50 2.25
Sixtomet X-3	29.50 20.95
Carrying Case	3.50 2.25
Bowl Automatic	29.95 19.95
Carrying Case	3.50 2.25

**SPECIAL SALE!**  
Brand New



**KODAK 11 x 14 MASKING EASEL**  
Will take all size prints up to 11 x 14 and give you adjustable borders.  
Reg. List \$15.00  
**SPECIAL \$10.75**

**NOW... World Famous Imported Binoculars AT 'SLASHED' PRICES**  
These are the highest quality Japanese Binoculars that are available... at such LOW, LOW PRICES.

20x50 Individual Focus	36.74
20x50 Central Focus	33.74
18x50 Individual Focus	25.74
18x50 Central Focus	23.74
16x50 Individual Focus	22.74
16x50 Central Focus	24.74
7x50 Individual Focus	19.74
7x50 Central Focus	21.74
7x35 Individual Focus	16.74
7x35 Central Focus	20.74
8x30 Individual Focus	15.24
8x30 Central Focus	17.24
8x25 Individual Focus	13.74
8x25 Central Focus	15.74
8x20 Individual Focus	14.49


Plus 10% Federal Tax  
Complete With Leather Carrying Case

**KAGRA BULB & TUNING REMOTE CONTROL**  
Takes pictures 30' from camera by merely pressing rubber bulb!  
• Fits all types of shutters.  
30' cord, rubber bulb, insulated leather case.  
**SPECIAL 6.95**  
Reg. 10.95

**KODAK BANTAM RF CAMERA**  
WITH FAST f2.8 EXTAKON COATED LENS LIST 62.75  
Kodak Flash 300 Shutter  
**COUPLED RANGEFINDER SPECIAL 25.95**  
Uses Convenient & Exposure Black and White Color Film!



**USED ARGUS C-3 OUTFIT** LIST 69.50  
• 35mm Camera, Case and Flashgun  
• f3.5 Coated Lens • Coupled RF  
• Shutter Speeds to 1/300 Second  
**SPECIAL 34.50**



**SAVE 40%!!**  
Brand New  
**250 POWERLITE**  
4 LIGHT-LIGHT-BAR!  
Complete with Hand-Carry Case.  
Four 375W Bulbs. LIST 26.75  
**SPECIAL 12.75**  
Approx. parcel post .75



**SAVE 45%!**  
Brand New  
**Lightweight BRAUN PERMAFLASH ELECTRONIC FLASH!**  
• Simple • Compact • Safe  
• 5 sec. recycling time • No hotspots  
• Kodachrome Color Guide 40-50  
• Over 3000 flashes per set of batteries  
**SPECIAL 37.50**  
Reg. 69.50



**SAVE 45%!**  
**BOLSEY CINE-FADER**  
"Get Those Fancy Hollywood Movies"  
**SPECIAL 12.95**  
Reg. 22.50



**COMBINATION CARRYING CASE**  
FOR ALL LEICA CAMERAS INCLUDING M3!!  
Holds your Leica Camera plus Flashgun and many accessories.  
GENUINE LEATHER—pleth lined  
**SPECIAL 29.50**  
Reg. 45.90



**EXCLUSIVE AT H & F**  
"Atlas"  
**Multi-Purpose Binoculars COMBINATION 8x50 12x50 IN ONE PAIR**  
• Genuine Leather Case  
• Interpupillary Adj.  
• Individual Focusing  
**SPECIAL 44.50**  
Plus 10% Federal Tax



**IMPORTED SELF-TIMER** LIST 2.95  
**SPECIAL 1.74**  
Screw in for Leica or regular cameras (specify). Complete with Carrying Case.




**FAMOUS MAKE UNIVERSAL VARIABLE FIELD FINDER!**  
For use with Contax, Canon, Leica, Nikon and similar type 35mm Cameras.  
• Zoom type finder with parallel control.  
• Shows proper field for following lenses: 35mm, 50mm, 75mm, 100mm, 135mm, 180mm, 200mm. Reg. 35.50  
**Special 14.95**  
Carrying Case 1.49



**SAVE 16.00!**  
Brand New  
**Deluxe Radiant All Metal Contact Printers!**  
From 25mm to 4x5 AC-DC with Ruby Bulb  
RUGGED WELL VENTILATED  
**SPECIAL 6.95**  
Reg. 25.00



**40 x 40 RADIANT LEADER SCREEN**  
With Vapo-flect mid-line-proof Crystal Beaded Cloth. With outlast other screens at the same price. LIST 18.95  
**HF Special 10.95**  
Approx. parcel post 1.20



From Our SURPLUS CORNER  
All Merchandise in Government Surplus and is Sold in Condition Stated.  
**Brand New COLUMBIAN-CESCO Type 316**  
VERY HEAVY GAUGE STAINLESS STEEL, 5x7 TRAYS! LIST 3.95 ea.  
**SPECIAL 1.69**  
3 for 5.00  
Add Postage



**NEW! JUST RECIEVED ANTI-STATIC TUCH (CLOTH)**  
Use it to wipe your slides Use it to wipe water spots off film WILL NOT SCRATCH IDEAL FOR ALL DUST PROBLEMS ON YOUR CAMERA. — IN YOUR DARKROOM LIST 1.25  
**SPECIAL 99c**  
ADD 10¢ FOR POSTAGE

# HABER & FINK Buys GALORE!

**SAVE ON FILM**  
Guaranteed Fresh — Latest Rated Factory Packed — No Reprints


KODACHROME FILM	LIST	SPECIAL
127	1.10	.90
126-620	1.25	.90
116-610	1.75	1.30
628	1.80	.90

\*KODACHROME — ANSCOCROME EXTACHROME  
25mm—20 Exposures 1.85 1.42  
25mm—36 Exposures 2.80 2.00  
628 1.90 .90  
\*Only Kodachrome is made in 36 Exposures

MOVIE FILM	LIST	SPECIAL
8mm Roll	2.40	1.87
8mm Magazine	3.75	3.63
16mm Roll	7.15	5.54
16mm Magazine	9.95	4.90

Our Kodachrome Processing Done by Eastman Kodak. Send for FREE Mailing Bag and Processing Price List.

**TREMENDOUS GADGET BAG SALE!**  
Save on Genuine Top Grade Plush Leather Gadget Bags!



STYLE A STYLE B STYLE C

- Zip Around Zipper Top
- Zipper Lock with Key
- Outside Pocket
- Adjustable Shoulder Strap
- Felt Lined • Partitioned • Tripled Straps

	LIST	9¢ SPECIAL
A20 10 1/4 x 14 1/8	12.95	9.75
A22 11 1/4 x 14 1/8	14.95	11.24
B20 10 1/4 x 14 1/8	13.95	10.49
B22 11 1/4 x 14 1/8	15.95	11.97
C18 9 1/4 x 14 1/8	7.95	5.90
C22 10 1/4 x 14 1/8	9.95	7.49

Style A has Single Outside Pouch  
Style B has Two Lock Down Pockets  
Style C has Single Outside Pouch

**Brand New ULTRABLITZ MATADOR II!**



with DELUXE Flash Lamp Head  
• "Vario" Adjustable Reflector  
• "Super" Twin Flash Tubes  
• Flash Duration Selector 1/1000 - 1/5000  
• 1/500 Second  
• Guide 75 to 85 for Kodachrome  
• Wgt. 5 lbs. Rechargeable Battery  
• Built-in Charger • Lifetime Flash Tube LIST 125.90  
**HF-SPECIAL 74.50**

**4 x 5 SPEED GRAPHIC VULCANOID CARRYING CASES!**



• Holds a 4x5 Press Camera complete with ALL Accessories  
• Extra Carrying Strap LIST 24.50  
**SPECIAL 7.95**

**JUST RECEIVED... ZUNOW 35mm F1.7! VERY FAST WIDE ANGLE... for: LEICA M3**

LEICA M3, CANON, CONTAX, NIKKOR!

Now you can get FULL Coverage on all wide angle shots under available light.  
LIST 199.50  
**SPECIAL 144.50**  
Complete with FREE Leather Case

**The World Famous 50mm ZUNOW f1.1 LENS**  
AT A PRICE YOU CAN AFFORD!  
Here is one of the World's finest and fastest lens for 35mm photography... tomorrow's lens, today! Features:  
• 9 Elements  
• 45 Degrees Angle Coverage  
• Focusing from 2.5' to 100'  
• Stops from f1.1 to f16 with click stop lid. LIST 450.00  
Complete with Carrying Case, Available for Leica, Canon and similar cameras. Contax and Nikon.  
**Haber & Fink Special Price 249.50**

**SAVE 50%!**  
**WORLD-FAMOUS GERMAN ELECTRONIC FLASH UNIT**  
Made by the Makers of THE NUMBER 1 FLASH UNIT

- Wgt. 5 lbs. • 4V Storage Rechargeable Battery
- Guide 75 to 85 (135W sec.)
- Lifetime Flashtube • Built-in Charger

IN LEATHER CASE! LIST 89.95 (incl. battery)  
**H-F SPECIAL 49.95**  
**ULTRABLITZ Side Light Unit . . . . . SPECIAL 22.50**



**HABER & FINK, INC.**  
12 WARREN STREET, NEW YORK 7, N.Y.  
TELEPHONE Barclay 7-5800

Send me \_\_\_\_\_ DEPT. M-16

Amount \_\_\_\_\_ Include Postage

I want to trade \_\_\_\_\_

name \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_

state \_\_\_\_\_ zone \_\_\_\_\_

10% Deposit On All C.O.D.'s

# Dowling's

## FIFTH AVENUE

Visit our  
Skyline Suite  
to say  
"Hello!"



### Hitch your wagon to a star!... 1957 CONTAX II-A and III-A

Single-window for rangefinder and viewfinder, metal focal plane shutter, removable back, bayonet lens mount, delayed action release, full built-in flash synchronization are just a few of the reasons for the acknowledged leadership of CONTAX! Contax II-A with Tessar coated f/3.5 lens \$247. Cash or \$24.70 Down; with Sonnar coated f/2.0 lens \$298. Cash or \$29.80 Down; or with Sonnar coated f/1.5 lens \$318. Cash or \$31.80 Down. For Contax III-A (with built-in exposure meter) add \$30. Cash or \$3.00 Down.



Selected Contax Lenses and Accessories	
Biogon 21mm f/4.5	\$199.00 Cash or \$19.90 Down
Biogon 35mm f/2.8	166.00 Cash or 16.60 Down
Planar 35mm f/3.5	102.00 Cash or 10.20 Down
Triotar 85mm f/4.0	106.00 Cash or 10.60 Down
Sonnar 85mm f/2.0	189.00 Cash or 18.90 Down
Sonnar 135mm f/4.0	146.00 Cash or 14.60 Down
Stereotar C, 35mm f/3.5's	125.00 Cash or 12.50 Down
Stereo Prism Attachment	39.00 Cash or 3.90 Down
Stereo Viewfinder	10.00 Cash or 1.00 Down

▲ 1957 IKOFLEX IkoFlex Ib with Novar coated f/3.5 lens in Prontor SVS shutter \$99. Cash or \$9.90 Down; IkoFlex Ib with Tessar coated f/3.5 lens in Prontor SVS shutter \$119. Cash or \$11.90 Down; IkoFlex Ic with coated Tessar f/3.5 lens in Prontor SVS shutter and built-in exposure meter \$146. Cash or \$14.60 Down.



### 1957 CONTAFLEX

The gem of all 35mm Single Lens Reflex cameras! Ground-glass eye-level focusing is combined with split image rangefinder. Superb Tessar 45mm coated f/2.8 lens, with fully automatic diaphragm. Contaflex I \$149. Cash or \$14.90 Down; Contaflex II (Built-in meter) \$179. Cash or \$17.90 Down.

### A Cordial Invitation...

#### Order Anything Photographic!

Space necessarily limits products shown, but, anything photographic may be ordered by mail directly from DOWLING'S. For immediate service with a big PLUS, use coupon on page 99!

### IT'S ECONOMY TO START WITH THE FINEST!



Good movie equipment is a lifetime investment. Because of D. F. A.'s Easy Payment Plan, you can afford to own the best now! Wherever you may live, you'll find it pleasant to shop by mail from DOWLING'S Fifth Avenue. Quick, confidential credit arrangements plus fast, personalized service actually may bring us "closer" to you than your local store. Whether you live in Florida, Nebraska or California—or are a G. I. overseas—you'll find that D. F. A. delivers it quickly and, above all, delivers it "right!"



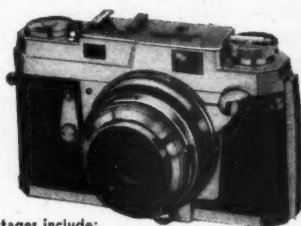
Bolex C-8 with Lytar coated f/2.5 lens	\$89.95 Cash or \$8.95 Down
Bolex C-8 with Lytar coated f/1.9 lens	119.95 Cash or 11.99 Down
Bolex B-8 with Yvar coated f/2.5 lens	119.50 Cash or 11.95 Down
Bolex B-8 with Lytar coated f/1.9 lens	139.50 Cash or 13.95 Down
Bolex B-8 with Switar coated f/1.5 lens and Yvar 1 1/2" (telephoto) coated f/2.8 lens	260.00 Cash or 26.00 Down
Bolex H-8 Leader with Lytar coated f/1.9 lens	269.50 Cash or 26.95 Down
Bolex H-8 De Luxe with Switar coated f/1.5 lens	432.50 Cash or 43.25 Down
Bolex H-16 Leader with Lytar coated f/1.9 lens	269.50 Cash or 26.95 Down
Bolex H-16 Supreme w/Lytar coated f/1.9 lens	394.00 Cash or 34.90 Down
Bolex H-16 Supreme w/Switar coated f/1.4 lens	510.00 Cash or 51.00 Down
Bolex H-16 Supreme with Switar coated f/1.4 lens, Switar 16mm coated f/1.8 lens, Switar 50mm coated f/1.4 lens & deluxe H-I case complete	824.00 Cash or 82.40 Down
Pan Cinor Zoom coated f/2.8 lens (for 8mm)	149.50 Cash or 14.95 Down
Pan Cinor Zoom coated f/2.8 lens (Model 70)	449.50 Cash or 44.95 Down
Bolex Electric Camera Drive	89.50 Cash or 8.95 Down
Bolex Tripod	78.50 Cash or 7.85 Down
Bolex Combination 88mm-16mm Projector	338.50 Cash or 33.85 Down
Bolex M-8 Projector with case	169.50 Cash or 16.95 Down
Bolex Titler and Special Effects Kit, (16mm)	299.50 Cash or 29.95 Down
Bolex Titler and Complete Accessory Kit (8mm)	99.00 Cash or 9.90 Down

### JUST ARRIVED!

The Brand New

## KONICA III

Packed with more quality than ever before, more features than you would think possible in the under-\$300. price-range!



These most desirable advantages include:

- Automatic Rapid Film Advance, located on the front of camera for fast eye-level operation. Cocks shutter, advances film while counting exposures, all in full view!
- Single-glance indicator pin-points diaphragm and shutter stops at one index point.
- Built-in self-timer, operating at any shutter speed with a full ten-second delay.
- Crank-fitted rewind knob for satin-smooth winding at all times.
- 48mm f/2.0 Hexanon lens, makes even indoor color shots without flash possible.

All this and more in the incomparable KONICA III.

Send for free illustrated brochure!

### ORDER TODAY

FROM

D. F. A.

Immediate shipment postage free!

At just \$119.75 OR only

**\$11.97**  
DOWN

### UHLER Cine Printers

the standard of perfection!  
Uhlér 16mm Sound Cine Printer! (illustrated)

Makes contact prints of both sound and silent pictures in black and white or color. Prints picture and sound at the same time, 400' capacity; beautiful precision finish. Copies of all your favorite films can be made at about one-quarter the cost of the original. It's easy and lots of fun to make your own prints at home. Titles may be made with double exposed motion background as shown in theatres. Complete instructions are furnished with each machine.

\$125. Cash or \$12.50 Down  
(Uhlér 16mm Silent Cine Printer \$95. Cash or \$9.50 Down)

Uhlér Combination 8mm and 16mm Continuous Printer

(illustrated)

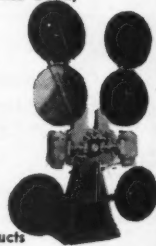
For professional or amateur movie makers, laboratories, schools and technicians—where the highest quality

prints are required. Black and white or color; single or double system sound — film is run through the machine once only. 1200' capacity. Printing speed up to 1600' per hour. Lamps are air-cooled. Built-in filter holder for color film printing.

\$485. Cash or \$48.50 Down

Other Uhlér Precision Cine Products

Combination 35mm Continuous Printer for Sound or Silent Pictures (capacity — 6-1200' feed and take-up discs)	\$1145.00 Cash or \$114.50 Down
Reduction and Enlarging Printer for 8mm and 16mm (1200' capacity)	1054.88 Cash or 105.48 Down
Reduction and Enlarging Printer for 16mm and 35mm (capacity — 4-1200' feed and take-up discs)	2475.00 Cash or 247.50 Down





# LIFETIME GUARANTEE

Just released! . . . Brand new 1957 CLIPPER

## With Exclusive MONOMATIC CONTROL

MONOMATIC is a single knob control providing instant selection of Record or Play in either 7" or 3 1/2" tape speeds, as well as Fast Forward and Fast Rewind. Any position may be selected by a flick of the finger in either tape speed.

## THE SUPERB Pentron PORTABLE TAPE RECORDER



### The CLIPPER

Regularly \$139.50.  
Now, from D. F. A. . .  
only \$109.95 Cash or

**\$1099**

Down!

- Plays in any position!
- Simplest to operate

- High fidelity performance
- 2-speed, 2-hour operation

### PENTRON PACEMAKER

(2 speaker; reg. \$199.95) only \$149.50 Cash  
or \$14.95 Down!

### PENTRON EMPEROR

(3 speaker; reg. \$249.50) only \$187.50 Cash  
or \$18.75 Down!

# Dowling's

175 Fifth Avenue  
NEW YORK 10, N. Y.

## new 1957 *Diax IIb*

The low priced 35mm PRECISION Camera with COUPLED Range-finder and INTERCHANGEABLE coated Lenses by SCHNEIDER, Germany!

- Handsome, modern design; rugged construction; extreme compactness.
- Equipped with high-quality SYN-CHRO-COMPUR MX fully synchronized shutter with Bulb, Time and speeds from 1 sec. to 1/500th sec. Built-in self-timer.
- Rapid-wind.
- Viewfinder for 85mm/90mm lenses built-in.
- Full line of available accessories.



DIAX IIb with Isconar 50mm f/3.5 lens... \$99.50 Cash or \$9.95 Down  
DIAX IIb with Xenar 50mm f/2.8 lens ... 139.50 Cash or 13.95 Down  
DIAX IIb with Xenon 50mm f/2.0 lens ... 169.50 Cash or 16.95 Down

### Accessory Lenses for DIAX IIb

Xenagon 35mm f/3.5 (wide angle)..... \$79.50 Cash or \$7.95 Down  
Isconar 85mm f/4.5 (telephoto) ..... 59.50 Cash or 5.95 Down  
Tele-Xenar 90mm f/3.5 (telephoto) ..... 89.50 Cash or 8.95 Down  
Tele-Xenar 135mm f/4.0 (telephoto) ..... 109.50 Cash or 10.95 Down

JUST OUT! Sensational New Diax Ib with Westar 50mm f/3.5 lens only \$69.50 Cash or \$6.95 Down. The Diax Ib takes all interchangeable lenses listed!

### New 1957 Automatic



With fully automatic diaphragm lens listed and Pentaprism R/F: Tessar f/2.8 \$326.50 Cash or \$32.65 Down; Biotar f/2.0 \$392.00 Cash or \$39.20 Down; or Xenon f/1.9 \$396.70 Cash or \$39.67 Down. FREE \$139.50 Bonus—both wide angle and telephoto lens—with each VX listed!



### ALL NEW 1957 RETINA IIIc

Built-in exposure meter and with normal Xenon coated f/2.0 lens in M-X shutter—\$138.00 Cash or \$13.80 Down. Retina IIC \$99.00 Cash or \$9.90 Down.



### 1957 Linhof Super Technika Cameras

4 X 5 model with multifocus range-finder, Universal back and 150mm Xenar coated f/4.5 lens \$459.45 Cash or \$45.94 Down. Linhof 2 1/4 X 3 1/4 outfit with multifocus rangefinder and 3 lenses complete \$589.35 Cash or \$58.93 Down.



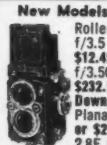
### Superb New 1957 Leica M-3!

Leica M-3 with Elmar f/3.5 \$354.00 Cash or \$35.40 Down; with Summicron f/2.0 (Collapsible) \$447.00 Cash or \$44.70 Down; with new Summicron f/2.0 Dual-Range with Optical Viewing Unit \$486.00 Cash or \$48.60 Down; with Summarit f/1.5 \$477.00 Cash or \$47.70 Down. New "RF" Summaron f/3.5 lens with Viewing Unit only \$135.00 Cash or \$13.50 Down.



### 1957 POLAROID LAND CAMERAS

Highlander Camera only \$69.95 Cash or \$6.95 Down. Complete Highlander outfit: camera, flash, meter, case for outfit, and 3 rolls of film only \$87.50 Cash or \$8.75 Down! Speedliner \$89.75 Cash or \$8.97 Down.



### New Models 1957 Rolleis!

Rolleicord V with Xenar f/3.5 \$124.55 Cash or \$12.45 Down; Rolleiflex f/3.5G with Xenotar f/3.5 \$232.50 Cash or \$23.25 Down; Rolleiflex 3.5G with Planar f/3.5 \$272.50 Cash or \$27.25 Down; Rolleiflex 2.8E with Xenotar or Planar f/2.8 \$331.50 Cash or \$33.15 Down.

## Top-Flight new 1957 AURICON SOUND MOVIE EQUIPMENT

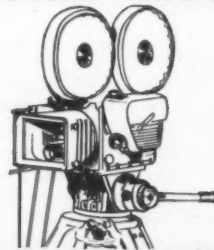
"Auricon" has long been synonymous with the finest in 16mm sound motion picture equipment. In this proud tradition, D.F.A. is privileged to present these exciting, superb new models . . .

### \* Auricon Pro-600 (illustrated)

Camera-Head ..... \$1165.00 Cash or \$116.50 Down  
Auricon Super-1200..... 4652.15 Cash or 465.21 Down  
Auricon Filmagnetic..... 870.00 Cash or 87.00 Down  
Auricon Cine-Voice,  
Single Lens Mount..... 695.00 Cash or 69.50 Down  
Auricon Cine-Voice,  
Turret Lens Mount..... 785.00 Cash or 78.50 Down

\* Please write for Auricon Pro-600 price schedule for suggested accessory combinations at special prices.

Wherever you live, you may purchase your Auricon directly from DOWLING'S Fifth Avenue with only 10% Down and the balance on easy terms. Shipping and insurance is free. Order today!



# GRAPHIC SALE!

# Dowling's

FIFTH AVENUE

FAMOUS D.F.A. 1957 *Pacemaker* GRAPHIC OUTFITS

YOU GET ALL THIS!

• New 1957 Graphic camera with lens indicated below • Graflex back • Ektalite screen • New Graphic coupled Multifocus rangefinder with Rangefinder and automatic parallax correction • New flexible wire frame finder • Grafite 3 cell flash unit • Deluxe case • Film pack adapter or rollfilm holder • 6 cut film holders • Adapter ring • Lens shade • 4 optical glass filters.



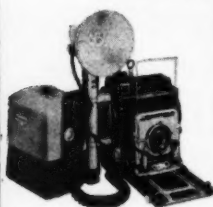
Size	Coated lens in shutter	Speed Graphic	Crown Graphic
2 1/4" x 3 1/4"	101mm Ektar f/4.5 (1/800 second)	\$338.00	\$299.00
	105mm Xenar f/3.5	295.00	275.00
	105mm Tessar f/3.5	299.00	279.00
	105mm Ektar f/3.7	343.00	294.00
4" x 5"	135mm Xenar f/4.7	299.00	279.00
	135mm Optar f/4.7	368.00	319.00
	127mm Ektar f/4.7	368.00	319.00
	135mm Xenar f/4.5	348.00	299.00
	135mm Tessar f/4.5	348.00	299.00
	150mm Xenar f/4.5	348.00	299.00
	150mm Tessar f/3.5	399.00	379.00
	150mm Xenotar f/2.8	499.00	469.00
	152mm Ektar f/4.5	386.00	337.00
	152mm Dagor f/6.8	386.00	337.00

Price shown next to lens covers all the equipment listed!  
Easy payments available!

All components of our D.F.A. Graphic outfits are brand new, latest models and fully guaranteed.

New Graphic rangefinder and flexible wire frame finder are made for 4 x 5 cameras only. 2 1/4 x 3 1/4 outfits are equipped with Kalart coupled rangefinder.

## Stroboflash



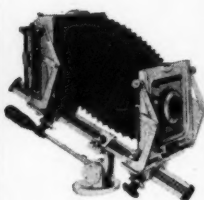
Electronic Flash equipment is a must in modern photography. And DOWLING'S Fifth Avenue brings you the newest Stroboflash electronic units by Graflex designed for use with amazing new miracle Nickel Cadmium (Nicaid) Lifetime batteries. You'll forget forever the cost and bother of flashbulbs. Stroboflash is in a class by itself for economy, dependability and convenience.

Stroboflash I (Color Guide No. 40-50) .....\$89.00 Cash or \$8.90 Down  
Stroboflash II (Color Guide No. 70-75) .....99.50 Cash or 9.95 Down  
Stroboflash II with Nicaid-AC converter .....177.50 Cash or 17.75 Down  
Stroboflash IV (Color Guide No. 110) with exclusive 4 way power selector .....165.98 Cash or 16.59 Down  
Stroboflash IV with Nicaid-AC converter .....243.00 Cash or 24.30 Down

## Everything Brand New!

Products listed on all four of D.F.A.'s pages are **Brand New**—factory packed. Our stocks of both used and new photographic equipment are however very extensive. **Anything photographic** may be ordered directly by mail from Dowling's Fifth Avenue!

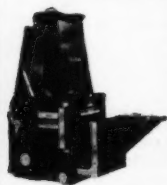
## GRAPHIC VIEW II CAMERA



This famous View Camera is the basic equipment for every serious photographer. Here is unmatched versatility thanks to such features as rising, shifting and tilting front and back that enable you to make all corrections right on the negative. The 16" bellows extension permits 1 to 1 copying. Absolutely rigid monorail bed assures permanently accurate alignment. You have a choice of four backs, including reducing type. And with its fine hammerline finish, the all-metal Graphic View II Camera adds distinction to any studio!

Complete with Graflex back, film holder, pan-tilt base and compartment carrying case .....\$189.50 Cash or \$18.95 Down  
Graflex Optar 162mm f/4.5 coated lens in synchro shutter .....118.00 Cash or 11.80 Down  
Kodak Ektar 203mm f/7.7 coated lens in synchro shutter .....92.50 Cash or 9.25 Down  
Schneider Symmar 180mm f/5.6 convertible coated lens in synchro shutter.... 144.50 Cash or 14.45 Down

## The Prize-Winning Super D GRAFLEX Camera



For perfect composition and ease in capturing that "right moment," the single lens reflex camera with a large negative is the ideal choice. Graflex cameras have been synonymous with successful pictorial photography for many years. Today's Super D Graflex cameras feature a focal plane shutter with speeds to 1/1000th second, built-in flash, revolving back, Ektalite field lens and interchangeable lenses. And the Super D Graflex was the first reflex camera with a fully automatic diaphragm for easy focusing and composing on large ground glass!

There are Graflex film holders for sheet film, film pack and 120 roll film. Whatever the photographic assignment, a Graflex camera can handle it superbly!

3 1/4 x 4 1/4 Super D Graflex with Ektar 152mm f/4.5 coated lens .....\$355.25 Cash or \$35.52 Down  
4 x 5 Super D Graflex with Optar 190 mm f/5.6 coated lens and Graflex back .....335.00 Cash or 33.50 Down  
4 x 5 Super D Graflex with Optar 190 mm f/5.6 coated lens and Graflex back .....365.00 Cash or 36.50 Down

Dowling's 175 Fifth Avenue, New York 10, N. Y.

**Dowling's**  
FIFTH AVENUE

**ONLY 10% DOWN**

## Minolta CAMERAS

*designed for*  
**PERFECTIONISTS**  
*who are*  
*not afraid*  
*of saving*  
*money*



### Minolta AUTOCORD

Fully Automatic  $2\frac{1}{4} \times 2\frac{1}{4}$   
Twin-Lens Reflex

Fully automatic film advance and shutter  
cocking • One-finger, single-stroke heli-  
cold focusing • Famous ROKKOR 75mm  
4-element f/3.5 coated taking lens •  
75mm ROKKOR f/3.2 coated viewing lens  
• SEIKOSHA MFX fully synchronized pre-  
cision shutter (1 to 1/500 sec. and bulb)  
• Brilliant Fresnel viewing screen

\$99.50 cash or  
**\$9.95 down!**

### Minolta 'A'

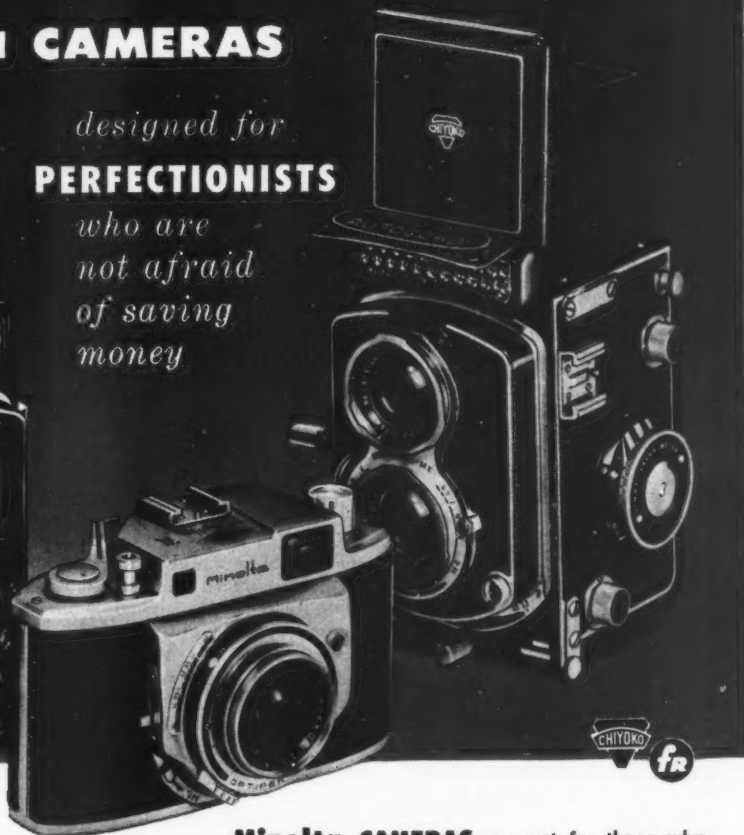
Fully Automatic 35mm Camera

Fully automatic single-stroke film ad-  
vance and shutter cocking • Brilliant,  
single window coupled rangefinder/view-  
finder • Famous ROKKOR 45mm 4-ele-  
ment f/3.5 coated lens • Fully synchro-  
nized OPTIPER MX precision shutter (1  
to 1/300 sec. and bulb) — \$49.95 cash or  
**\$4.99 down!**

### Minolta AUTOCORD 'L'

Fully Automatic  $2\frac{1}{4} \times 2\frac{1}{4}$   
Twin-Lens Reflex

Every Feature of the MINOLTA 'Autocord'  
PLUS: Built-in Exposure Meter • Direct-  
reading light-value scale • Super-simple  
diaphragm and shutter calibration in  
terms of light values — \$124.50 cash or  
**\$12.45 down!**



### Minolta CAMERAS are not for those who

must spend excessively to feel that they have bought the best. Minolta  
cameras are for the discerning photographer who is not influenced by the  
price tag . . . who can recognize extraordinary quality even when it goes  
hand in hand with exceptionally modest prices. The three Minoltas have  
rewritten the price vs. quality equation of the entire camera industry by  
offering the kind of performance and reliability found only (if at all) in  
cameras selling for more than twice their price.

**Dowling's**

175 FIFTH AVENUE, NEW YORK 10, N. Y.  
in a N. Y. Landmark, the Flatiron Bldg. at 23rd St.  
Mail Order Showroom, Suite 2000. Tel.: ORegon 4-7900

**AIR  
MAIL  
TODAY!**

Please ship the following immediately:-----

Enclosed is \$-----

☐ Down Payment ☐ Complete Payment.

I agree to pay \$----- monthly for-----  
months until merchandise is paid for.

I wish to trade in:-----

☐ Give me tentative allowance by mail.

☐ I am shipping equipment for exact allow-  
ance.

Your trade-in may be used as down payment! It will be re-  
turned at D.F.A.'s expense if you don't accept our top offer.

☐ Send FREE literature on-----  
☐ Send FREE 1957 Catalog.  
☐ Send pamphlet on "Deferred Payments."

Name -----

Telephone No. -----

Address -----

City or Town ----- State -----

M-357





**W**hen the print you get is a disappointment, don't blame it on your photo. Probably there is nothing wrong with your color shot—it's all in the print! Or, to be more exact, none of your color quality shows up in the print. The rich color you thrilled to, the exposure you knew was just right, the clarity of detail... it all comes back to you dull and drab, color washed-out and detail blurred.

Truth of the matter is that each shot you take is taken under its own individual set of conditions, and its processing requires special, "tailored" treatment. If up to now, you've been using a processing house that produces assembly line quality, nine out of ten of your prints just never show what you put into the shots. If you've been using LIFE, there's a different story. You know that each shot gets individual treatment; modern, electronically controlled color equipment actually even compensates for over and under exposures... at LIFE. And personalized attention insures retaining all your true-to-life color and sharp, clear detail.

Yes, it's quality processing we're talking about, but you will find that quality costs no more at LIFE. Just look these prices over, and send us your next roll of color film. You'll see the difference!

### COLOR PRINTING & DEVELOPING SERVICE

#### WALLET SIZE 25¢

2 1/2 x 3 1/4	40¢	5 x 7	1.25
3 1/2 x 3 1/4	50¢	8 x 10	2.50
3 1/2 x 4	60¢	11 x 14	4.95
4 x 5	75¢	16 x 20	10.00
35mm Color Duplicates	25¢		

Cropping & Dodging on Request Add 50%

PROCESSING — Ansco Color, Ektachrome 120 & 620 Rolls	\$1.00 ea.
Ansco Color & Ektachrome 35mm. 20-exp. Rolls, Processed & Mounted	\$1.00 ea.
Ansco Color 35mm "Mercury Rolls" Processed & Mounted	\$1.50 ea.

ANSKO COLOR & EKTACHROME SHEET FILM PROCESSING		
6 Sheets or Less		
2 1/2 x 3 1/4	1.25	Extra
3 1/2 x 4 1/4	1.50	20¢ ea.
4 x 5	1.75	20¢ ea.
5 x 7	2.50	25¢ ea.
8 x 10	3.75	35¢ ea.
"Wallet Size" Prints ONLY, Limited to Transparencies Not Larger Than 2 1/2 x 3 1/4.		

**FREE** COLOR PRINT ALBUM with each order for 6 or more color prints of same size. NOTE: This offer applies to the "wallet," 2 1/2 x 3 1/4, 3 1/2 x 3 1/4, 3 1/2 x 4 and 4 x 5 sizes only.

**MIN. ORDER \$1—CASH WITH ORDER**  
Write for our Special "Quantity Discount" Price Schedule.

**LIFE Color LABS**

12 Third St., Saratoga Spa, N. Y.

## PRAKTINA FX

(Continued from page 94)

era interior. Exterior finish of the Praktina proved durable and rather scratch proof.

We examined a number of the camera accessories rather closely: the Rapid-sequence Spring Motor, Electric and Magnetic Remote Control, the Bulk Film Magazine, and the only lens, other than a normal focal length, in the automatic diaphragm mount—the 35mm f/2.8 Flektogon made by the old Zeiss plant in Jena.

The rapid-sequence spring motor will probably be the most wanted and also the most useful accessory for the average amateur or even professional photographer. It makes the Praktina the only standard 35mm which can be converted into a motorized camera.

Attachment is quite simple. The motor anchors to the tripod screw and a screw-threaded drive mechanism keys to a slotted wheel on the bottom of the camera (picture page 52). Each motor must be adjusted to the camera with which it's used. Once the motor's in place, it fits snugly and neatly next to the camera body. It adds surprisingly little in weight and bulk. Seventeen twists of your wrist wind the spring motor completely, allowing you to shoot a sure ten shots as fast as you can press the shutter release. We thought the constant blanking out of the prism viewfinder between shots might be a problem, but it isn't at all. The viewfinder blanks out only for a brief fraction of a second before the spring-loaded mirror returns to the down position and you're ready for the next shot. Incidentally, there's a direct optical viewfinder built into the camera body for use with the rapid-sequence motor, or with flash where it's really too dark to see through the prism viewfinder. However, we never found occasion to use it.

The sequence motor did not jam and always worked for us. We've noted a number of professional photographers who have become addicted to it.

The motor, although efficient, makes a racket as it winds the film from one frame to another. While it will prove ideal for sports photography, it won't do for any work where silence is needed.

### Electric motor

The more cumbersome Electric Motor and Magnetic Remote Control unit attaches in a manner quite similar to the spring motor. It's designed for remote control operation of the camera up to 75 feet. A solenoid tripper presses the shutter release and an electric motor then winds the film to the next frame. Current (12 volt) can be supplied by automobile batteries, or you can purchase a rectifier for under \$50 to allow use with AC house lines. There's also a

(Continued on page 105)

<b>SAVE KODAK-ANSKO-ANSCOCHROME</b>			
<b>Special **KODACHROME (Kodak Proc. Incl.)</b>			
<b>O.D. (camera spooled from bulk)</b>			
8mm x 25' dble roll	\$ 2.25 ea.	—3 for \$ 5.95	
8mm x 25' dble mag.	6 for \$11.10	12 for \$21.00	
16mm x 50' mag.	6 for \$14.10	12 for \$27.00	
16mm x 100' O.D.	\$ 3.60 ea.	—3 for \$10.80	
16mm x 100' roll	\$ 3.25 ea.	—3 for \$9.75	
<b>AER0 EKTACHROME ASA 40</b>			
8mm x 25' dble roll	\$ 1.25 ea.	—3 for \$ 3.75	
8mm x 25' dble mag.	\$ 1.95 ea.	—3 for \$ 5.85	
8mm x 100' Bolex dble	\$ 3.95 ea.	—3 for \$11.85	
16mm x 50' mag.	\$ 3.95 ea.	—3 for \$11.85	
16mm x 100' roll	\$ 3.95 ea.	—3 for \$11.85	
<b>AER0 EKTACHROME PROCESSING SERV.</b>			
8mm x 25' dble	\$1.00	16mm x 100' roll	\$2.75
8mm x 100' dble	\$3.25	16mm x 50' mag.	\$1.75
35mm x 20 exp.	\$.85	#120-#620 roll	\$.85
<b>FRESH COLOR (Proc. Incl.)</b>			
8mm x 25' dble roll	\$2.90	\$2.25	\$3.00
8mm x 25' dble mag.	\$3.85	\$2.95	\$3.85
8mm x 100' Bolex dble	\$7.25	\$5.25	\$6.85
16mm x 50' mag.	\$5.65	\$4.45	\$5.75
16mm x 100' roll	\$7.95	\$6.75	\$7.95
35mm x 20 exp.	\$2.50	\$1.65	\$2.95
35mm x 36 exp.	\$3.75	\$2.50	\$3.25
35mm x 20 exp. Ansco color	\$1.45		
35mm x 28' ANSCOCHROME with loader	—	\$7.75	
#120 or #620 ANSCOCHROME	—	3 for \$8.95	
<b>FRESH B&amp;W MOVIE FILM (Proc. Incl.)</b>			
Plus X	Super XX	Tri-X	Speed
8mm x 25' dble roll	\$1.10	\$1.35	\$1.95
8mm x 25' dble mag.	\$1.75	\$1.95	\$2.50
8mm x 100' Bolex dble	\$3.25	\$3.85	\$4.75
16mm x 50' mag.	\$1.75	\$1.95	\$2.75
16mm x 100' roll	\$2.75	\$2.95	\$3.95
<b>35mm x 100' Safety Film</b>			
Plus X	Super XX	Infrared	
Background X, Panatomic X \$1.75; Tir-X \$3.50			
ROLL SUPER XX-#120, #620, #127, #810, #116	—	10 for \$2.10	
<b>MOVIE FILM—QUANTITY DISCOUNTS</b>			
<b>BAW ASA 50 Reversal, No Processing</b>			
8mm x 400'dble \$5.95	8mm x 1000' dble \$10.95		
16mm x 50' —	54 rolls 27 rolls 15 rolls		
—	\$19.95 \$10.95 \$ 5.95		
*16mm x 100' —	\$49.50 \$29.50 \$17.95		
*camera spooled			
<b>Black &amp; White Movie Processing Service</b>			
8mm x 25' dble.	—	\$ .85 ea.	
8mm x 100' Bolex	—	\$1.00 ea.	
16mm x 100'	—	\$1.00 ea.	
16mm x 50'	—	\$.85 ea.	
<b>KODACHROME PROCESSING</b>			
35mm x 36 exp. mid.	\$1.00	8mm x 25' mag.	\$ .45
35mm x 36 exp. mid.	1.80	16mm x 50' mag.	1.00
8mm x 25' dble roll	1.00	16mm x 100' roll	2.50
<b>FOREIGN AND WHOLESALE INQUIRIES INVITED</b>			
Please include postage with order			
<b>LIDO FILM SERVICE 210 (M) Long Beach Rd.</b>			
Island Pk., N. Y.			
\$			

SEND FOR NEW  
**Free**  
BARGAIN BOOK  
LISTING  
HUNDREDS OF  
BARGAINS IN  
BOTH  
NEW AND USED  
MERCHANDISE

ALL MERCHANDISE SOLD WITH  
MONEY BACK GUARANTEE

4 WAYS TO BUY

Cash • Charge • Budget • Layaway

**CENTRAL CAMERA CO. Dept. M2B**

230 So. Wabash Ave. Chicago 4, Ill.

□ Send FREE CENTRAL BARGAIN BOOK

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# EXAMINE MINIFILMS TREMENDOUS PRICE REDUCTIONS!

ALL LATEST MODELS! SENSATIONALLY LOW!

## USED 16mm B & H 70 DR OUTFITS AT LOW...LOW PRICES!

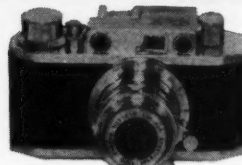
SPOTLESS CAMERAS WITH BRAND NEW LENSES  
B&H 70 DR W/25MM—F1.9 LENS  
AND FAMOUS BERTHIOT MATCHED LENS SET  
10MM F1.9 BERTHIOT W.A. LENS  
75MM F3.5 BERTHIOT TELE LENS

ONLY \$339<sup>00</sup>

WE HAVE OTHER USED B&H OUTFITS...WRITE



## COUPLED RANGEFINDER 35mm PAX



- F3.5 LUMINOR LENS
- FULL FX FLASH SYNCH.
- SHUTTER SPEEDS B-1/300

REGULAR \$49.50  
DELUXE CASE \$4.99

SPECIAL

5 PCE. OUTFIT • PAX CAMERA • CASE • SURE  
SHOT FAN FLASHGUN • SUNSHADE & FILTER  
SET IN LEATHER CASE • SPECIAL \$38.99  
MONEY BACK GUARANTEE

\$29<sup>99</sup>

## 8mm MATCHED LENS SETS!

- Guaranteed Top Quality
- Needle Sharp and Precision Made
- CLICK STOPS —

Regularly sells for double the price.



8mm W.A. ...F1.9 ctd) SET.....\$34.95 NOW  
30mm Tele ...F1.9 ctd) SET.....\$29.95 NOW

## CLOSEOUT NEW ARGUS C4

FAMOUS ARGUS C4 CAMERA OUTFIT

- PHOTO ELECTRIC METER
- DELUXE FLASHGUN
- PIGSKIN DELUXE GADGET BAG
- 2 ROLLS COLOR FILM
- 2 ROLLS KODAK TRI-X

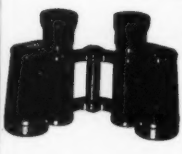


SUPER VALUE \$99<sup>00</sup>

## ZEISS TYPE PRISM BINOCULARS NATIONALLY ADVERTISED...SAVE MORE THAN 50% AT MINIFILM.

These Fine Precision Binoculars Have:

- Coated Prisms
- Coated Lenses
- Lightweight Design
- Moisture Proof
- 2 Year Guarantee
- Case & Shoulder Strap



6x15 1 F.....\$ 9.85 7x50 1 F.....\$19.95  
6x30 1 F.....13.95 7x50 CF.....21.95  
6x30 CF.....15.95 8x30 1 F.....15.45  
7x35 1 F.....18.95 10x50 CF.....24.95

Add 10% F. & L. Tax to All Binocular Prices

## POPULAR ARGUS C3

CAMERA OUTFIT

WITH NEW WIDE-ANGLE AND TELEPHOTO LENSES!



L.N. Argus C3 Camera,  
Case and Flashgun  
and New Photoelectric  
Exposure Meter!

SPECIAL \$69<sup>95</sup>

## LATEST 1957 AUTO EXAKTA VX



With F2.8 Auto Zeiss Tessar PS \$219.00  
With F2 Auto Zeiss Biotar PS \$244.00  
With F1.9 Auto Schneider Xenon PS \$249.00  
New Carrying Case .....\$11.00

## YOU CAN BUY A COMPLETE 8mm MOVIE TURRET CAMERA WITH 3 LENSES — AT THE PRICE OF THE CAMERA ALONE!

CAMERA	NORMAL	WIDE ANGLE	TELE PHOTO	USED
KEYSTONE K38 ROLL....	F1.9	6mm F1.9	1 1/2" F1.9	103.00
REVERE 99 ROLL .....	F2.8	7mm F2.5	1 1/2" F3.5	79.50
KEYSTONE K48 MAG....	F2.5	7mm F2.5	1 1/2" F3.5	90.00
REVERE 84 ROLL .....	F1.9	6.5mm F1.9	1 1/2" F1.9	115.00
REVERE B63 MAG.....	F1.9	6.5mm F1.9	1 1/2" F1.9	130.00
REVERE 44 MAG .....	F1.9	6.5mm F1.9	1 1/2" F1.9	123.00
B&H 134 TA ROLL.....	F1.9	6.5mm F1.9	1 1/2" F1.9	154.00
DeJUR FADEOMATIC MAG...	F1.9	6.5mm F1.9	1 1/2" F1.9	127.00

Lenses for EXAKTA, PRAKTIKA	Our Used Price	Trade-in or Cash Paid
28mm F3.5 Angenieux .....	\$ 60.50	\$ 35.00
35mm F2.5 Angenieux .....	59.00	48.00
40mm F3.5 Cassaron .....	24.00	18.00
35mm F2.8 Zeiss Auto .....	99.00	75.00
35mm F4.5 Lithogon .....	39.50	25.00
40mm F4.5 Makro-Kilar E .....	56.00	45.00
40mm F2.5 Makro-Kilar D .....	76.50	60.00
50mm F1.5 Angenieux PS .....	105.00	80.00
50mm F2.8 Westanar Auto .....	45.50	30.00
50mm F1.9 Xenon Auto .....	116.50	85.00
38mm F2 Biotar PS .....	61.50	40.00
75mm F1.5 Biotar PS .....	109.50	90.00
90mm F2.5 Angenieux .....	56.00	40.00
135mm F3.5 Angenieux .....	52.00	40.00
135mm F4.5 Xenar .....	47.00	30.00
180mm F3.5 Tele Xenar .....	47.00	35.00
135mm F3.5 Xenar Auto .....	89.00	70.00
200mm F3.5 Xenar PS 66 .....	74.00	60.00
200mm F5.5 PS Tele Xenar .....	75.50	55.00
360mm F3.5 Tele Xenar PS .....	109.00	85.00
360mm F5.5 Megor .....	94.00	75.00
400mm F3.9 Novoflex .....	114.00	85.00
200mm F4.5 Preset Quinar .....	89.50	68.00

Lenses for LEICA, CONTAX	Our Used Price	Trade-in or Cash Paid
28mm F3.5 Nikkor .....	\$ 95.00	\$ 70.00
28mm F3.5 Serenar .....	74.00	50.00
35mm F2.8 Biogon .....	99.00	75.00
35mm F2.5 Nikkor .....	84.00	65.00
35mm F3.2 Serenar .....	67.50	50.00
35mm F3.5 Nikkor .....	49.00	35.00
35mm F3.5 Summaron .....	67.00	48.00
50mm F2 Summilux .....	64.00	45.00
50mm F3.5 Elmar .....	39.00	30.00
50mm F2 Summicron .....	96.50	75.00
85mm F1.9 Serenar .....	99.00	70.00
85mm F2 Sonnar .....	115.00	85.00
85mm F2 Nikkor .....	86.00	70.00
85mm F1.9 Summarex .....	169.50	125.00
90mm F4 Elmar .....	60.00	45.00
125mm F2.5 Hektor .....	93.50	70.00
135mm F3.5 Nikkor .....	79.50	57.00
200mm F4.5 Telyt .....	102.00	75.00
135mm F4.5 Hektor .....	89.00	70.00
135mm F4 Sonnar .....	91.50	70.00

LEICA CONTAX NIKON CANON	Our Used Price	Trade-in or Cash Paid
Contax IIA f2 Sonnar .....	\$150.00	\$120.00
Contax IIA f1.5 Sonnar .....	169.50	135.00
Contax IIA f2 Sonnar .....	180.00	150.00
Leica IIA f2 Summar .....	73.00	50.00
Leica IIA f2 Summilux .....	124.00	85.00
Leica IIA f2 Summarit .....	156.00	125.00
Leica IIA f2 Summicron .....	199.50	160.00
Nikon 8-2 f1.8 .....	180.00	140.00
Nikon 8-2 f1.4 Nikkor .....	219.00	175.00
Canon V 35mm f1.8 .....	215.00	175.00
Canon V f1.2 50mm .....	299.00	230.00
Canon IV 2 f1.8 .....	150.00	110.00
Contax II f2 Sonnar .....	64.00	50.00
Contax III f2 Sonnar .....	89.00	50.00
Contax IIIA f1.5 Sonnar .....	199.00	160.00
Leica IIC f3.5 Elmar .....	129.00	100.00
Leica IIC f3.5 Elmar .....	129.00	100.00
Leica IIC f1.5 Summarit .....	189.00	160.00
Leica M3 f2 Summicron .....	268.00	220.00
Canon M3 f2 Summarit .....	298.00	250.00
Nikon f2 Nikkor .....	124.50	80.00

35MM SINGLE LENS REFLEX	Our Used Price	Trade-in or Cash Paid
Contaflex I f2.8 Tessar .....	\$ 89.50	\$ 75.00
Contaflex II f2.8 Tessar .....	114.00	90.00
Exakta VX f2.8 Tessar PS .....	149.50	120.00
Exakta VX f2 Biotar .....	130.50	100.00
Auto RF .....	190.00	170.00
Exakta VX f2 Biotar PS .....	130.50	100.00
Exakta VX f2 Westagon .....	120.50	100.00
Pentacord f2 Biotar PS .....	167.00	140.00
Praktina FX f2 Biotar .....	170.50	140.00
Praktina FX f2.8 Tessar .....	139.00	110.00
Praktina FX II f2.8 .....	89.50	70.00
Praktica FX II f1.9 Primo .....	89.50	70.00
Exa f2.8 Westar .....	47.50	35.00
Exakta V f2 Biotar .....	120.00	90.00
Exakta VX f2.8 Auto West .....	137.50	115.00
Exakta VX f1.9 Auto Xenon .....	185.00	155.00

35MM CAMERAS	Our Used Price	Trade-in or Cash Paid
Argus C-3 f3.5 outfit .....	\$ 34.95	\$ 25.00
Argus C-4 f2.8 .....	49.50	35.00
Kodak 35 f3.5 RF .....	27.50	20.00
Kodak Retina IIIC f2 .....	109.50	90.00
Kodak Signet f3.5 .....	49.50	35.00
Konica III f2 .....	69.00	50.00
Mercury II f2.7 .....	17.50	10.00
Robot Royal f1.9 Xenon .....	134.00	110.00
Minolta A f3.5 RF .....	32.00	20.00
Robot Star f1.9 Xenon .....	73.00	55.00
Voigt Vito B f3.5 .....	27.50	20.00
Voigt Vitessa L f2 .....	94.50	70.00
Lordomat f2.8 Lordon .....	59.50	40.00
Ricoh 35 f3.5 outfit .....	37.50	25.00
Kodak Signet f3.5 .....	37.00	30.00
Robot Royal "36" f2.8 .....	135.00	100.00
Robot Royal "36" f2 .....	195.00	145.00
Robot Royal f2.8 Xenar .....	114.00	90.00
Bolsey B-2 f3.2 .....	24.95	15.00
Contax f2.8 .....	69.50	55.00
Graphic 35 f3.5 outfit .....	47.00	35.00
Kodak Pony 135 f4.5 .....	12.00	8.00
Kodak Retina II f2 RF .....	49.00	30.00
Kodak Retina IIA f2 .....	84.50	60.00
Minox IIIS f3.5 .....	79.50	60.00

PRESS CAMERAS	Our Used Price	Trade-in or Cash Paid
23 Ann Graphic RF f4.5 .....	\$ 69.50	\$ 45.00
45 Ann Graphic RF f4.5 .....	79.50	50.00
45 Linhof Super Tech RF f4.5 MX .....	194.00	160.00
23 Linhof Super Tech RF 3-lenses Comp .....	379.50	315.00
45 Pace Speed f4.7 RF .....	149.50	110.00
45 Speed 1956 f4.7 Graphic Multifocus RF Rangefinder .....	189.00	145.00

8MM CAMERAS	Our Used Price	Trade-in or Cash Paid
B&H 172B f1.9 .....	\$ 94.50	\$ 70.00
B&H 134V f2.5 .....	52.50	35.00
B&H 220 f2.5 .....	21.00	15.00
B&H 134TA f1.9 .....	96.00	75.00
B&H 252 f2.3 .....	34.50	25.00
Cine Kodak Mag f1.9 .....	58.50	40.00
Kodak Brownie f2.7 .....	21.00	14.00
Kodak Brownie f1.9 .....	30.00	20.00
Revere 88 f2.5 .....	35.00	20.00
Revere 50 f2.8 .....	19.00	14.00

## MINIFILM CAMERA STORES

MAIL ORDERS TO Dept. MP3, 1190 Avenue of the Americas New York 36 • JU 2-1416

- 1190 AVENUE OF THE AMERICAS, N.Y.C.
- 1 WEST 42nd STREET, N.Y.C.
- 42 EAST 59th STREET, N.Y.C.
- 167 WEST 32nd STREET, N.Y.C.



# SAVE \$\$ WITH MINIFILM'S COMPLETE OUTFITS!

- TRADE-IN YOUR OLD OUTFIT • PAY BALANCE IN 10 EASY PAYMENTS
- MONEY BACK GUARANTEE • 30 DAY TRIAL • 1 YEAR GUARANTEE
- WE WILL SELL YOU ALL OR ANY PART OF OUTFITS BELOW • WRITE FOR PRICES
- IF YOU DO NOT SEE YOUR FAVORITE OUTFIT, WRITE FOR PRICES ON YOUR CHOICE.

10%  
DOWN  
10% PER  
MONTH

## Minifilm's "FIND OF THE MONTH" Feature

### IMPORTED AUTOFLEX

- The Only 2 1/4 x 2 1/4 Fully Automatic Reflex Camera with Side Focusing Selling for Less Than \$100
- F3.5-80mm Hard Coated Lens, 9 Speed Prontor Type Shutter-Bulb, Time and 1-1/300 • Depth of Field Scale • Built-In Self Timer • Advances Film and Cocks Shutter in One Motion • Double Exposure Prevention



**BRAND NEW!**  
IMPORTED GERMAN FLASHGUN \$5.95  
DELUXE LEATHER CASE \$4.50

**\$59.50 ONLY**

## MINIFILM'S GUARANTEED USED BUYS!

8MM CAMERAS		Our Used Price	Trade-in or Cash Paid
Kodak Brownie f1.9	\$30.00	\$20.00	
Revere 88 f2.5	35.00	20.00	
Revere 50 f2.8	19.00	14.00	
Revere 84 f1.9 Tur	79.50	65.00	
Revere 40 f2.5 Mag	48.00	40.00	
Revere 44 f1.9 Tur	88.00	70.00	
Revere B63 f2.5 Mag	81.00	65.00	
8MM PROJECTORS		Our Used Price	Trade-in or Cash Paid
B&H 253 500W	\$44.00	\$30.00	
DeJure 750W	68.50	50.00	
Keystone K70 500W	37.50	30.00	
Keystone 105M 750W	64.00	50.00	
Keystone K109M 750W	72.00	60.00	
Kodak Brownie 300W	40.00	25.00	
Revere 85 500W	56.75	40.00	
Revere 90 750W	62.00	50.00	
16MM CAMERAS		Our Used Price	Trade-in or Cash Paid
B&H 70DL f1.9	194.00	170.00	
B&H 70DL f1.9	254.00	200.00	
B&H 200 f2.5	119.50	85.00	
Cine Kodak Mag f1.9	31.00	40.00	
Cine Kodak 100 f1.9	180.00	140.00	
Cine Kodak 100 Tur f1.9	220.00	175.00	
Cine Kodak Royal f1.9	92.50	70.00	
Keystone A-12 f1.9 Tur	95.00	80.00	
Keystone A-9 f2.5	47.50	35.00	
Keystone A-15 f1.5	156.00	95.00	
Keystone K51 f1.9 Mag	102.50	80.00	
Pathe Super 16 Tur	260.00	180.00	
Vistascope outfit	70.50	60.00	
Zoomar f2.8	579.00	300.00	
16MM SOUND PROJECTORS		Our Used Price	Trade-in or Cash Paid
B&H 385C 1000W	\$279.00	\$215.00	
B&H 292C 1000W	455.00	380.00	
Ampro Stylart 1000W	128.00	100.00	
Revere SP16 750W	150.00	135.00	
2 1/4 x 2 1/4 REFLEX CAMERAS		Our Used Price	Trade-in or Cash Paid
Exakta 66 f2.8 Tessar	\$177.50	\$130.00	
Grafx 22 f3.5	42.50	30.00	
Minolta Autocord f3.5	55.00	40.00	
Minolta Autocord f3.5	39.50	30.00	
Rolleicord IV f3.5 Xenar	61.00	50.00	
Rolleicord III f3.5 Xenar	57.50	45.00	
Rolleicord V f3.5 Xenar	72.00	55.00	
MX Rollei f3.5 Xenar	111.00	90.00	
MX Rollei f3.5 Tessar	128.00	100.00	
MX Rollei f2.8	172.00	140.00	
Ciroflex D f3.5	29.50	18.00	
Hasselblad/1000 f2.8	239.00	185.00	
Hasselblad/1000 f2.8	276.00	200.00	
Ikonta 11A Auto f3.5	89.00	50.00	
Ricohflex VI f3.5	57.00	10.00	
35MM STEREO CAMERAS		Our Used Price	Trade-in or Cash Paid
Kodak Stereo f3.5	\$50.00	\$30.00	
Revere f3.5	77.00	55.00	
Stereo Realist f3.5	59.00	45.00	
Edixa Stereo 3A f3.5 RF	59.00	45.00	
ROLLFILM CAMERAS		Our Used Price	Trade-in or Cash Paid
Kodak Medallist I f3.5	\$49.00	\$35.00	
Polaroid Highlander	34.00	25.00	
Super Ikonta III f3.5	54.00	40.00	
Super Ikonta IV f2.8	75.00	55.00	
Kodak Medallist II f3.5	99.00	70.00	
Polaroid 95	44.00	30.00	
Polaroid Pathfinder	174.00	125.00	
EXPOSURE METERS		Our Used Price	Trade-in or Cash Paid
Argus L-3	\$10.95	\$7.00	
Brookway M2 (N'wood)	12.00	7.00	
Brookway M3	10.95	7.00	
GE DW68	9.95	5.00	
GE FBI	15.00	10.00	
Lefca	14.95	10.00	
Minilux	3.50	2.00	
Minox	15.00	10.00	
Polaroid	8.50	6.00	
Sekonic	3.50	3.00	
Weston DR	9.50	5.00	
Weston II Universal	12.00	7.00	
16MM CAMERAS		Our Used Price	Trade-in or Cash Paid
Auricon f1.9	\$534.00	\$350.00	
B&H 209T f1.9	155.00	125.00	

## CLOSEOUT 35mm GERMAN IMPORT CAMERA

In closing out these fine precision cameras the German manufacturer made us promise not even to hint at his name, so we won't. However, after one look at these specifications it won't take you long to guess.

- Auto Film Transport Lever
- Built-in Rangefinder
- Built-in Exposure Meter
- F2.8 Steinheil Cassar CTD Lens
- Double Exposure Prevention Lock and Self Cocking Shutter
- Built-in Self Timer
- Prontor LV5 Shutter 1-1/300 Sec.
- Full MFX Synchro



**\$39.95**

DELUXE CASE ...\$5.95  
FLASHGUN ..... 5.95

## The EXPOSURE METER

YOU HAVE ALWAYS WANTED!

NATIONALLY ADVERTISED FAMOUS MAKE

AT Savings Over

**50%**

Below Wholesale



Reg. Value 12.85  
**CLOSEOUT \$4.95**  
with Case and Chain

## New CONTAFLEX OUTFIT

Latest Model F2.8 Tessar, M-X Auto Diaphragm, Photo Electric Exposure Meter

With Wide Angle and Telephoto Lens

Fully Lined Genuine Pigskin Gadget Bag



**\$154.00**

## IMPORTED "SURE SHOT" BC FOLDING FLASH GUN



The LITTLE flash gun with the BIG wallop. NO wasted shots—NO wasted film with "Sure Shot's" DOUBLE check. One test bulb checks flash circuit... another pre-tests the flash bulb.

NO BETTER GUN AT ANY PRICE

• FEATHER TOUCH SPRING BULB EJECTOR • 5" PEBBLED FOLDING REFLECTOR • BEAUTIFUL LUCITE CASE • TIP FOR PC-EXTRA TIP FOR ASA • GUIDE 90 WITH ANSCOCROME OR EKTACHROME

REGULAR \$6.99  
FREE EXTRA LEATHERETTE CARRYING CASE \$14.95 SPECIAL

SAVE FILM • SAVE DISAPPOINTMENT • SAVE MONEY

## Famous GERMAN IMPORT

400mm F5.5 PRESET TELEPHOTO LENS



LIST 199.50

**Special \$97.50 NEW**

For Exakta or Pentacon, Hasselblad, Praktina, Etc. Preset Diaphragm in Focusing MT.

## New POLAROID HIGHLANDER

OUTFIT

- Polaroid Highlander Camera
- Deluxe Flashgun for Polaroid
- Fully Lined Pigskin Pro Bag, will Accommodate Camera and All Access.
- 2 Rolls of Polaroid Film

**ONLY \$74.50**  
REG. 99.50 VALUE

MINIFILM CAMERA CORP. 1190 AVENUE OF THE AMERICAS  
NEW YORK 36, N.Y.

Please rush the following

I wish to trade in \_\_\_\_\_

Enclosed is \$ \_\_\_\_\_ ☐ Complete payment ☐ Ship COD for balance

10% down payment ☐ I wish to pay \$ \_\_\_\_\_ each month for \_\_\_\_\_ months.

☐ I am shipping my equipment under separate cover

☐ Send FREE 1957 Catalog ☐ Send time-payment application

Name \_\_\_\_\_ Telephone No. \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## MINIFILM CAMERA STORES

Dept. MP3, 1190 Avenue of the Americas (bet. 46-47 St.) New York 36 • JU 2-1416  
Where Customers Become Friends

PLEASE ENCLOSE ESTIMATED POSTAGE & INSURANCE. EXCESS WILL BE REFUNDED.  
NO C.O.D. UNDER 10 DOLLARS.  
PLEASE ENCLOSE 20% ON C.O.D.

## THE NEW, INCOMPARABLE PRAKTINA FX

The one and only 35-mm. Single-Lens Reflex Rangefinder Camera that gives you all these features:

- ✓ Internal automatic diaphragm.
- ✓ Penta-prism eye-level viewfinder interchangeable with Waist-level finder, both utilizing split-image rangefinder.
- ✓ New, separate Newton optical viewfinder for fast action and available light photography.
- ✓ New, recessed bayonet mount affords split-second lens interchangeability.
- ✓ Focal plane shutter with speeds 1/1000 to 1 second.
- ✓ Synchronized for regular and electronic flash.



With f2.0 58-mm. C. Z. Jena automatic Biotar lens..... **\$297.50**  
With f2.8 50-mm. C. Z. Jena automatic Tessar lens..... **\$239.50**

WITH THESE SENSATIONAL NEW ACCESSORIES UNMATCHED IN THE FINE CAMERA FIELD...

### Rapid-Sequence Spring Motor

Ten photographs in rapid succession can be taken with a single winding of this powerful spring motor as fast as the photographer is able to press the release button. Ideal for sequence sport shots, time and motion studies, industrial and scientific processes, chemical reactions and laboratory requirements.



**\$69.50**



**\$69.50**

### 50-Foot Capacity Bulk-Film Magazine

Attached to the camera, it can be used alone or with the Electric Motor or Rapid-Sequence Spring Motor to take 420 successive standard 35-mm. frames (50 feet of film) without reloading. Easily attached to camera, it can be loaded in daylight. Particularly useful for filming records and microfilming work.

## ANOTHER REVOLUTIONARY NEW DEVELOPMENT BY NOVOFLEX AUTOMATIC TELEPHOTO FOCUSING

THE NEW INVENTION THAT WILL REVOLUTIONIZE TELEPHOTOGRAPHY

- Ideal for SPORTS, WILDLIFE, NEWS, CHILDREN & INDUSTRY!
- You don't have to depend on luck... make every TELEPHOTO SHOT a planned PRIZE WINNER!
- Don't be too late for that fleeting instant!



*YOU'RE ALWAYS On Target*

### with just ONE HAND

you hold your camera steady and FOLLOW THE FOCUS with this amazing new NOVOFLEX TRIGGER MOUNT!

.... Your other hand is constantly on the shutter release, ready to get that PEAK ACTION SHOT!

### 3 GREAT NOVOFLEX FOLLOW FOCUS LENSES

**240mm f4.5** 249.50  
(For Single Lens Reflex—Exakta, Pentacox, Praktica, Praktina, Alpa, Etc.)  
**300mm f5.6** 256.50  
**400mm F5.6** 279.50  
(For Single Lens Reflex and Leica, Contax, Nikon, Canon, Etc., with Reflex Housing)

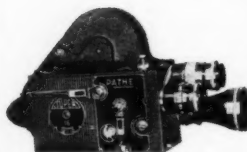
## 4 Lucky Buyers will save PLENTY ON 4 PATHE DEMONSTRATORS

The Complete 16mm Camera For The Professional And The Professionally-Minded Amateur

Compare These Pathe Features With Any 16mm Motion Picture Camera At Any Price!

### VARIABLE SHUTTER FOCUSING THROUGH THE LENS

- ★ SPEEDS TO 80 FRAMES PER SECOND
- ★ LONG RUN SPRING MOTOR
- ★ SINGLE FRAME DEVICE
- ★ OPTICAL VIEWFINDER
- ★ BUILT-IN HAND CRANK
- ★ TRI-LENS TURRET
- ★ AUTOMATIC FOOTAGE AND FRAME COUNTERS



**CAMERA BUY No. 1  
DEMONSTRATOR PATHE  
BODY  
ONLY  
SPECIAL 229<sup>50</sup>**

**CAMERA BUY No. 2  
DEMONSTRATOR PATHE  
BRAND NEW  
BERTHOIT  
F1.9 ctd lens 269<sup>00</sup>**

**CAMERA BUY No. 3  
DEMONSTRATOR PATHE  
25mm F1.9 BERTHOIT  
Cinor Normal  
10mm F1.9 BERTHOIT  
75mm F3.5 BERTHOIT Tele  
SPECIAL .....429.00**

**CAMERA BUY No. 4  
DEMONSTRATOR PATHE  
10mm F1.9 BERTHOIT  
GRAND ANGLAIRE  
25mm F1.5 BERTHOIT  
75mm F2.5 BERTHOIT  
SPECIAL .....499.00**

### 35mm RELOADS GUARANTEED FACTORY FRESH

ALL CARTRIDGES AND ROLLS ARE LABORATORY PACKED AND QUALITY CONTROLLED BY MINIFILM CORPORATION. ALL CARTRIDGES AND ROLLS ARE MANUFACTURED DAILY FROM OUR 400 AND 400 FOOT ROLLS RECEIVED FROM FACTORY. MANY HOURS AND ANKED CAREFUL SUPERVISION AND TREMENDOUS SALES TURN-OVER INSURE YOUR GETTING RELOADS WHICH ARE EQUAL IN QUALITY AND RELIABILITY TO FACTORY PACKED CARTRIDGES AND ROLLS. THE ONLY DIFFERENCE IS THE PRICE.

### 35mm EKTACHROME OR ANSCOCROME

25% DISC	25% DISC
20 EXP. ROLLS	36 EXP. ROLLS
3 ROLLS	5 ROLLS
5 ROLLS	10 ROLLS
10 ROLLS	20 ROLLS

### 35mm KODACHROME

25% DISC	25% DISC
3 ROLLS	5 ROLLS
5 ROLLS	10 ROLLS
10 ROLLS	20 ROLLS

### MOVIE KODACHROME

25% DISC	25% DISC
4 ROLLS	5 ROLLS
5 ROLLS	10 ROLLS
10 ROLLS	20 ROLLS

## KODACHROME

Minifilm STILL SELLS KODACHROME WITH PROCESSING INCLUDED IN THE PRICE

**AT 25% Discount**

MAIL ORDERS RUSHED • PLEASE ENCLOSE \$1 PER ROLL FOR POSTAGE AND HANDLING

### MOVIE KODACHROME

PROCESSING INCLUDED IN PRICE

FACTORY PACKED—1 YR. EXP. DATE

8mm	16mm
25 FT. DOUBLE	100 FT. ROLL
3 ROLLS \$9.49	1 ROLL \$8.50
6 FOR 18.50	3 ROLLS 24.99
10 FOR 29.99	5 FOR 39.99
8mm 25 FT. MAG.	16mm 50 FT. MAG.
3 MAGS. \$10.99	3 MAGS. \$16.99
10 FOR 35.55	10 FOR 55.50
BOLEX-100 FT. 8mm DOUBLE	
1 ROLL \$10.88	3 FOR \$31.49

828 < KODACHROME ANSCOCROME OR EKTACHROME

### 35mm KODACHROME

FACTORY PACKED—1 YR. EXP. DATE

PROCESSING INCLUDED IN PRICE

20 EXP.	36 EXP.
3 ROLLS \$7.95	3 ROLLS \$11.59
6 FOR 14.99	5 FOR 18.75
10 FOR 24.50	10 FOR 35.95

15 STEREO EXP 1 ROLL \$3.29  
3 ROLLS 8.99  
10 ROLLS 27.99

28 STEREO EXP 1 ROLL \$4.99  
3 ROLLS 14.25  
10 ROLLS 43.99

FACTORY PACKED—1 YR. EXP. DATE  
PROCESSING INCLUDED IN PRICE  
3 ROLLS \$4.95 • 10 ROLLS \$14.99

### LOAD YOUR OWN 35mm ANSCOCROME

(So Quick—So Easy—So Economical!)

- A CHILD CAN LOAD A ROLL IN 90 SECONDS
- A 20-EXP. ROLL COSTS ONLY \$1.11
- A Daylight Bulk Film Loader
- 28 ft. of Anscochrome—enough for 8 rolls
- 3 Brand new cassettes
- 4 Mailings bags

**25% DISCOUNT PRICE \*8<sup>88</sup>**

### 35mm BULK EKTACHROME

LOAD YOUR OWN! \$21.95 ONLY 16<sup>99</sup> (18% DISC. PRICE)  
• 28 FEET 100 SPEED BAYER EKTACHROME  
• 8 CARTRIDGES • 8 MAILING BAGS  
• DELUXE DEVELOPING & MOUNTING FOR 200 EXP. ROLLS • 250 EXP. ROLLS

SO EASY • SO QUICK • SO ECONOMICAL

### 28 FT. 35mm ANSCOCROME

INCLUDES DAYLIGHT FILM LOADER  
8 FREE CARTRIDGES 25 DISC  
8 MAILING BAGS PRICE  
DEVELOPING AND PRINTING FOR  
8 ROLLS WHEN MAILED IN \$14.99

### 35mm KODAK TRI-X PANATOMIC-X

20 EXP.	36 EXP.
3 ROLLS \$1.80	5 ROLLS \$1.99
10 FOR 7.45	10 FOR 9.15

FACTORY FRESH—1 YR. EXP. DATE

## MINIFILM CAMERA CORP.

MAIL ORDERS TO DEPT. M3, 1190 SIXTH AVE., NEW YORK 36, N. Y.

PLEASE ENCLOSE ESTIMATED POSTAGE & INSURANCE. EXCESS WILL BE REFUNDED. NO C.O.D. UNDER 10 DOLLARS. PLEASE ENCLOSE 20% ON C.O.D.

## PRAKTINA FX

(Continued from page 100)

special portable battery in a leather carrying case for \$39.50 supplied by the importers, the Standard Camera Co.)

The electric motor works quite efficiently and is quieter than the spring-wound motor. It's definitely not to be hand held however. For time lapse and nature photography, it should prove very successful.

The 50-foot capacity bulk film magazine, which replaces the regular back of the Praktina, can be used in combination with either the spring or electric motor and magnetic remote control. It's rather awkward to load properly and place on the camera. While it will have very definite advantages for people doing microfilm work or scientific jobs where you might need to shoot 420 pictures without reloading, the average user will not be too concerned with it.

### A new wide-angle lens

The 35mm f/2.8 Flektogon lens tested proved one of the very best wide-angle lenses we've yet to use on a single-lens reflex. We particularly liked the definition even at the corners at widest aperture. The lens, incidentally, focuses as close as 13 inches which you may find useful. However, watch for distortion most closely when you're that near your

subject. It can cause a lot of trouble.

We didn't use the Praktina with extremely long focal length lenses, or with the Microscopic Eyepiece. But Leo Stashin, a leading freelance photo-journalist did, and submitted to us a complete test report on his actual experience with his and our Praktina:

### A professional says

"The Praktina FX comes very close to the ideal, allowing the photographer to shoot sequence action while following and focusing on the subject. The 58mm f/2 Biotar lens, I find, after examining many, is generally a very sharp lens. At maximum opening it is quite sharp in the center but falls off slightly toward the edge. I obtained good results with the 35mm f/2.8 Flektogon, a lens with which I had not worked before.

"The built-in automatic diaphragm feature works quite well. Although you must cock the shutter after each exposure, I found the actions of using the camera followed in a rhythmical flow with a minimum of noise or jar (when compared to other single-lens reflexes I've used).

### Do you need the rangefinder?

"The split-image rangefinder works nicely with the Biotar lens, but darkens appreciably with the Flektogon even at its full f/2.8 opening. With long focal

length lenses, I found the darkened rangefinder almost impossible to use. Instead, I inserted a plain ground glass in place of the rangefinder glass and found I much preferred it. I worked with a 180mm Olympic Sonnar f/2.8, a 125mm f/4 Triotar and even a 500mm f/8 lens. With such long lenses I preferred the Microscopic Eyepiece which offered about six times magnification, rather than the Pentaprism.

"The extension tubes and bellows available for the Praktina are quite interesting. The 50 or 58mm lens can be used normally, with the lens facing outward, or the lens can be reversed, facing inward, for more than ten times magnification.

### Summing it up

"Taking all factors into consideration, I believe the camera is a step in the right direction. It is of professional quality and quite suited to professional work. It seems rugged enough to withstand much abuse. With the multitude of accessories available and those which are bound to be available in the future, the Praktina FX opens many new vistas on the photographic horizon for both professional and amateur alike."—H. K.

*Editors Note: A third normal focal length lens, a Steinheil 55mm f/1.9 Auto-Quinon has just been announced. No price has been set.*



**LORDOMAT**  
*Standard*

# THE New LORDOMAT C35

**WITH PATENTED EXCLUSIVE BUILT-IN  
UNIVERSAL VIEWFINDER!**  
• NO OTHER CAMERA HAS IT

**BUILT-IN PHOTO ELECTRIC EXPOSURE METER • BUILT-IN  
SPECIAL UNIVERSAL FINDER WITH PARALLAX CORRECTION •  
STANDARD LENSES—50mm F2.8 WETZLAR LORDONAR LENS  
• OR • SIX ELEMENT 50 mm F1.9 WETZLAR LORDON LENS •  
INTERCHANGEABLE LENSES—ALL COUPLED TO THE RANGE-  
FINDER...ALL HARD COATED...COLOR CORRECTED AND  
EQUIPPED WITH CLICK STOPS • RAPID FILM TRANSPORT—  
ALSO COCKS SHUTTER • LATEST PRONTOR SVS SHUTTER (9  
EXPOSURE TIMES PLUS B)**

### Four Great LORDOMAT Models

- STANDARD—F2.8 LORDONAR...\$99.50
- STANDARD—F1.9 LORDON.....129.50
- C35—F2.8 LORDONAR.....139.50
- C35—F1.9 LORDON.....169.50

EVEREADY METAL LINED LEATHER CASES  
FOR STANDARD MODEL.....\$9.95  
OR C35 MODEL.....12.95

**MINIFILM CAMERA CORP.**  
1190 Avenue of the Americas  
New York 36, N. Y.





## BASS PROCLAIMS A



### 35 MM CAMERAS Special Used



Altix F:2.8 .....	\$14.95
Anso Karmat F:2.8 ..	79.50
Argus A .....	15.00
Argus C-44 .....	79.00
Bolsey B-2 .....	34.50
Cannon with F:2 Summar .....	65.00
Contaflex I F:2.8 .....	109.00
Edinex F:3.5 .....	22.50
Edixa I F:3.5 .....	19.95
Exakta V with F:2 Biotar .....	167.50
Kodak Ektar: 50mm F:3.5;	
35mm F:3.5 and 90mm F:3.5 .....	219.00
Kodak Flash Bantam .....	27.50
Kodak Signet .....	37.00
Kodak 35 R.F. ....	34.50
Leica 3A .....	97.50
Leica 3B .....	112.50
Leica 3C .....	122.00
Leica 3F .....	205.00
Pentacore F:2 Biotar Preset .....	119.00
Photrix F:3.5 .....	17.95
Praktica F:2.8 .....	59.95
Retina I .....	27.00
Robot F:3.5 .....	39.50
Soligor 35 .....	29.95
Vito III with F:3.5 .....	34.50

### ROLL CAMERAS

Accuraflex Model II with	
F:3.5, 1-1/300 .....	29.95
Argoflex .....	15.00
Bolsey B-22 .....	42.00
Ciroflex .....	48.00
2 1/4 x 3 1/4 Century Graphic .....	82.50
3 1/4 x 4 1/4 Graflex F:4.5 Tessar .....	42.50
3 1/4 x 4 1/4 Speed Graphic .....	62.50
Ikoflex III F:2.8 Tessar .....	67.50
Kodak Reflex .....	49.50
Polaroid 95A Speedliner .....	49.00
Ricohflex F:3.5 .....	19.95
Rollei Auto F:3.5 Tessar .....	129.00
Super Ikonta B F:2.8 .....	87.00

### MOVIE CAMERAS

Bell & Howell Auto—	
8mm F:1.9 .....	99.00
Bell & Howell Auto—	
16mm F:2.7 .....	69.50
Bell & Howell Auto-Load Master	
16mm—F:1.9 and 3 Finders .....	127.50
Bell & Howell 70 DL .....	77.50
Bolex H-16 . . . 3 Lens .....	175.00
Cine Kodak 16mm . . . 50 Roll Load .....	27.50
DeJur 8mm Magazine F:2.5 .....	89.95
Keystone K8 .....	29.50
Revere 50 .....	34.95
Revere 88 .....	49.95
Revere 16mm Magazine F:2.5 .....	75.00

Write for  
Many More Top Camera Values. . .  
Both New & Used. . . Available at BASS



TOPS IN TRADES  
FOR 47 YEARS

See or write  
Dept. M-357 **Bass**  
Quality Cameras Since 1910

**Bass CAMERA CO.**  
State 2-7410 • 179 W. Madison St., Chicago 2, Ill.

## BEHIND-LENS SHUTTER

(Continued from page 50)

salability of the camera. But since the shutter is behind the lens, where the light path has widened considerably, the blades must open wider than if they were between the elements of a similar lens, and this means everything must be bigger. And since high speeds are a must, the bigger assemblies have to be made stronger, which may make something else bigger.

As the final problem, the customer wants all features, and at his price.

### How do they compare?

Since these cameras are intended to have interchangeable lenses, the first reaction is to compare their abilities with focal plane shutter rangefinder cameras, which also take interchangeable lenses.

Immediately, one is struck by what appear to be obvious and serious limitations of the behind-lens shutter. But are these really limitations?

**Shutter speeds:** In many cases they go to only 1/300 (in some, to 1/500), compared to 1/1,000 or faster for focal plane shutters. We checked with a number of amateur photographers having the 1/1,000 shutter speed on their cameras. None had ever used it. Few ever made use of 1/500. Most shoot outdoors at 1/100 or 1/125, and went to 1/250 for something moving fast.

Our opinion: For most amateurs, a shutter speed of 1/300 or 1/500 sec. is fast enough to satisfy any picture need.

**Wide-angle lenses:** You can get them now to practically look behind you. But notice how deeply the rear elements of such lenses protrude into the body of the focal plane shutter camera. No such lens could be seated on a behind-lens shutter camera—it would hit the shutter.

However, the most used wide-angle lens is the 35mm focal length, and that can be seated on the new cameras. It has to be of good quality or its inability to distribute light to the corners of the negative will be noticeable with color films. This is called vignetting.

Lenses of shorter than 35mm focal length present even greater problems with regard to light distribution. We have not had a chance to use any of the 28mm lenses soon to be available for the new behind-lens shutter cameras.

Our opinion: We've used all kinds of wide-angle lenses and the 35mm focal length seems to be the one best suited to most amateur needs; this will fit in front of a leaf type shutter.

**Long distance lenses:** This covers both true telephoto and long focal length lenses. Behind-lens shutters work beautifully with 100mm lenses, and can be satisfactory with lenses of up to 135mm focal length, if the units are well made and of moderate aperture. Greater focal

(Continued on page 110)

## BRAND NEW! WORLD FAMOUS TOP QUALITY KINDERMANN GUARANTEED ENLARGERS Made In Germany

Never Before At These Prices!

**Enlarger for Minox and 16mm Subminiature Negatives**  
Includes condenser, built-in filter, 20mm Rodenstock f:2.5 coated lens. Semi-automatic operation. Special platform for 9X to 15X magnification ... **\$49.50**

### 35mm Semi-automatic Enlarger

with 2" Laack f:4.5 coated lens. Includes glassless carrier and 34mm condenser. Built-in filter ... **\$24.95**

**FREE!** (Stripmeter for accurate exposure of enlargements. List \$6.95) with the purchase of any enlarger.

**35mm Autofocus Enlarger**  
with 2" Laack f:4.5 coated lens, clickstops. Includes glassless carrier and 34mm condenser. Built-in filter. Completely automatic, foolproof focusing. Easy, fast one-hand operation. Enlarger column swings 180° for 10X and more magnification ... **\$49.95**

**2 1/4 x 2 1/4 Autofocus Enlarger**  
with 3" f:3.5 Steinheil coated lens, clickstops. Includes double condensers. Adjustable mask negative carrier. Easy adjustment device. Roll film retainers. Parallelogram raising mechanism. Fully automatic focusing. Enlarger column swings 180°. Heavy 16"X19 1/2" baseboard. For all sizes from 2 1/4 x 2 1/4 down to 35mm. ... **\$59.95**

The House That Confidence Built  
We ship anywhere. Add postage **WELO** 4148 Broadway, Dept. M-3 New York 33, N.Y.

## BACK TO NORMAL!!!

-AT LAST-  
NEW—FRESH—1957 DATED  
COLOR FILM—KODACHROME  
WITH PROCESSING INCLUDED

**35mm - 16mm - 8mm - 120 - 620**  
plus all other popular sizes—still or movie

- Unlimited quantities
- Eastman Kodak film
- Eastman Kodak developing
- Free return postage
- No extra charges

<b>Look at These Prices . . . . .</b>	
35mm 20 Ex. (slide mounted) .....	\$2.79
35mm 36 Ex. (slide mounted) .....	3.99
8mm Roll (on reel) .....	3.27
8mm Mag. (on reel) .....	3.99
16mm Roll (on reel) .....	9.07
16mm Mag. (on reel) .....	6.66
120 Kodacolor (negatives) .....	1.99
620 Kodacolor (negatives) .....	1.99

**Stereo Processing & Mounting**  
20 exp. roll add 90¢. . . . . 36 exp. roll add \$1.78

**THE FACTS**  
We are fortunate in that the latest Eastman Kodak Laboratory is just 15 minutes from our store—Our Hackensack P. O. Box is checked 3 times daily, and all film is at the lab, same day as received. No amateurs or substitutes! Kodak does our work. Insure good results with Kodak Processing. . . . .

Similar savings on all other sizes including black and white. . . . .

Please specify indoor or outdoor!  
(Please include postage)

**FOTOTERIA**

KODACHROME HEADQUARTERS  
BOX 329, HACKENSACK, NEW JERSEY



More POWERFUL than ever and at the LOWEST PRICES in photographic history!

**NEW!**  
IMPROVED  
1957 MODEL  
AUXILIARY  
*Spiratone*

# Telephoto+Wideangle lenses

Model V



For virtually all 35mm cameras with f:2.7, 2.8, 3.2, 3.5 and slower lenses, and for Polaroid cameras.

**\$995**  
EACH

## EXCLUSIVE FEATURES:

Hard Coating — superb color correction — same exposure and lens opening as usual — no installation: lenses screw into Series V adapters (filterholders) — interchangeability of adapters for use on one lens or several cameras — availability of many accessories at low cost. Spiratone Aux. Model V telephoto lenses are MORE POWERFUL, give almost double the magnification of other auxiliary lenses priced under \$30.00.

## MONEY SAVING COMBINATION OFFERS for CONTAFLEX

Model V telephoto or wideangle lens	\$ 9.95
Leather Case	.80
Adapter	1.45
Filter Retaining Ring	.95
Two Coated Filters	4.88
<b>Total Value at our Low Prices</b>	<b>\$18.12</b>

YOUR COST FOR COMBINATION DEAL 'CO-1A' **\$14.95**

Set of Model V telephoto and wideangle lenses	\$18.90
Double Leather Case	1.50
Two Adapters	2.90
Filter Retaining Ring	.95
Three Coated Filters	7.32
<b>Total Value at our Low Prices</b>	<b>\$32.68</b>

YOUR COST FOR COMBINATION DEAL 'CO-2A' **\$27.95**

FREE WITH LENSES: Screw on metal lenscap for Contaflex, Contessa, worth \$1.00

## MONEY SAVING COMBINATION OFFERS for EDIXA, SIGNET, CONTESSA, BOLSEY, MEMAR, REGENT, GRAPHIC 35, PONY, ARGUS C4, C44

Model V telephoto lens	\$ 9.95
Leather Case	.80
Adapter	1.45
Two Coated Filters	4.88
Telephoto Finder	3.98
Filter Retaining Ring	.95
<b>Total Value at our Low Prices</b>	<b>\$22.10</b>

YOUR COST FOR COMBINATION DEAL '35-1A' **\$17.95**

Set of Model V telephoto and wideangle lenses	\$18.90
Double Leather Case	1.50
Two Adapters	2.90
Two Coated Filters	4.88
Filter Retaining Ring	.95
Universal Finder	8.95
<b>Total Value at our Low Prices</b>	<b>\$38.17</b>

YOUR COST FOR COMBINATION DEAL '35-2B' **\$31.95**

## A Spiratone WIDEANGLE

adds coverage in cramped places, gets that extra area into the picture; wonderful for wide-screen landscape scenes; increases depth-of-field, for foreground to infinity sharpness, makes accurate focusing unnecessary!

## A Spiratone TELEPHOTO

brings distant objects closer, helps fill entire negative or slide with important subject matter, crops out unwanted background, improves perspective in portraits.

Name your camera when ordering—allow \$10 for shipping one lens, \$15 for a set.

## ONLY SPIRATONE AUXILIARY TELEPHOTO and WIDEANGLE LENSES CARRY A

### Lifetime Guarantee

Spiratone has pioneered auxiliary lenses for over a decade, has equipped hundreds of thousands of satisfied photographers with telephoto and wideangle lenses.

## UNIVERSAL AND CLOSEUP (+1, +2, +3) FINDER

The most versatile finder ever made, matched to your normal 50mm or 44mm lens, telephoto and wideangle Aux. Lenses: has parallel correction to 10" for use with +1, +2, +3 closeup Lenses, and from 3 feet to infinity. **\$9.95**

## Spiratone TELEPHOTO and WIDEANGLE lenses

### MODEL V-42 for ARGUS C-3

Telephoto or Wideangle lens, complete with adapter, leather case, matching finder case, retaining ring, conversion filter, universal finder, a \$15.83 value, **COMBI-DEAL C-3-1 \$12.95**

Accessory Clc. for older model Argus C3... \$1.00

TIFFEN DIAPHRAGM CONTROL \$1.50

3 PC. EXTENSION TUBE SET for extreme closeups to 2". **SH. Ch. 10c NOW \$2.98**

## MODEL "B" for TWINLENS REFLEX CAMERAS and RETINA II, IIa, b, c, IIc, IIlc

EA. **\$16.95** SET **\$29.95**

Complete with deluxe leather case, filterholder, interchangeable adapter —coated color-corrected—no effect on exposure or lens opening.

Lenses are available for Rollei-flex (exc. 8.8), Rolleicord and Minolta Autocord Bayonet —Ciroflex and Graflex 35—Rich-flex—Yashicaflex.

**FREE** with each Model B lens set, \$10.00 value.

# Spiratone Specializes in... and Saves You Plenty on Leica, Canon Camera Accessories

## ACCURA REFLEX HOUSING for LEICA, CANON \$39.95

Shpg. **READY TO USE—WITH DUAL RELEASE SYSTEM** **Chp. \$1.00**

Never before could so small an investment change your Leica, Canon into a single lens reflex camera, ideal for parallel-free closeup, telephoto, medical and scientific work! Focus with formerly impossible fraction-of-inch accuracy through adjustable magnifier on bright, curved groundglass, grass release: mirror jumps up, exposure is made of exact image you want! Use with extension tubes or bellows for closeups, with special 135mm tele lens for complete closeup to infinity range.

## SAVE MORE STILL BY BUYING COMBINATIONS

REFLEX HOUSING	+ Folding Bellowscope	\$48.95
	+ Folding bellowscope and special chd.	\$79.95
	135mm f:4.5 telephoto	

**FREE** with any combination offer above: New Eyeball Mirror device, a \$14.00 value.

## UNIVERSAL ZOOM FINDER \$17.95

**LATEST 1957 MODEL** For Leica, Contax, Argus, instantly shows correct lens in use! Parallel-corrected. **Shpg. Chge. 35c**

Other LEICA-CANON ACCESSORIES at great savings:	20 Ft. Remote Control	\$4.23
10" Cable Release	30 Ft. Remote Control	\$5.23
40" Cable Release	Push-Button Selftimer	\$2.23
60" Cable Release		

## SAVE \$100.00 ON BRAND NEW VOIGTLANDER 50mm f:1.5 NOKTON FOR LEICA FOR CONIAX \$85.00

While our supply lasts you can get this famous ultrafast lens which normally sells for \$185.00 for only \$85.00—this is a one time offer, so hurry! Trades accepted.

## LENSCAPS for Leica (MOT M3), Canon, Rast and Body, each \$1.00 Frontcaps \$2.00

Permits checking of lenses, composing, focusing for closeups. **COMBI. OFFER:** Focusing Groundglass + Focusing Extension Tube for Leica, a \$15. value **\$10.50**

Deluxe BC FANFLASH \$6.99 Fits accessory-clip of Leica 1F, 3F, M3, Canon—has lens, ejector, luxurious carrying case, collapsible reflector. Complete with card and proper fitting.

## 135MM f:3.8 TELE for LEICA, CANON \$39.95

Coated & color corrected. Guaranteed the sharpest lens you can buy—regardless of price! Rangefinder-coupled, elegant lightweight mount, also to 10"3, a \$150 outfit!

## 35MM f:3.5 WIDEANGLE \$39.95

A superb performer, highly corrected to yield sharpest negatives and transparencies even at maximum opening. Coated, color-corrected, with clickstop to f:22. For Leica M3, add \$8.00. Deluxe Leather Case \$2.00. **Shpg. Chge. 60c**

## LEICA-CANON COMBI-OFFER: 135mm f:3.8 Telephoto and 35mm f:3.5 Wideangle and Universal Closeup Finder (optional corrects also to 10"3, a \$150 outfit) **\$89.95**

## SYNCH YOUR OLD LEICA, CANON FOR FLASH OR STROBE \$34.95

No installation—just one quick adjustment over release button and you are all set for flash shots at speeds to 1/300th. Tripper accepts standard flashcard—or buy from us with flashgun to fit accessory clip.

Famous BEISS KUNYART, synchronizes Leica IIIA, IIIC, cameras even at high speeds, was \$19.95, \$8.00 Shipping! Imported Economy Gem w. tripper \$8.45; w. Gains \$8.75 Chge. 35c Fan-Pro BC Pocket Flash w. tripper \$8.35; w. Gains \$11.70 BC Batt. \$1.00

## SAVE 40% DELUXE METAL CASSETTE 2 for \$41.95 5 for \$18.00

for all Leica models incl. M3

## SAVE 50% LEICA M-3 ADAPTERS for 50mm, 135mm Leica-Canon Lenses **5.00** each

## Custom-Made Coated FILTERS for LEICA AND CANON FROM \$1.99

YOUR CHOICE OF: 50mm f:3.5 Elmar, \$1.49 ANY 3 50mm Summilux, \$2.49 82a, 80b, Skylight, \$2.49 Closeup +1, +2, +3, \$2.49 Special Lowhead... \$2.98 135mm Nikkor... \$2.98



**SAVE 80% POCKET TITLER**  
and closeup  
lenses,  
completely collapsible  
model  
\$4.95  
Shpg. Chge. 30c

**SAVE 33% TURRET**  
incl. 2X  
Telephoto  
and  
Wideangle  
Lenses  
\$19.95

**Better Than \$75.00 Lenses**  
**KINOSCOPE**  
COMPLETE  
SCREEN SYSTEM  
for Cinemascope-like  
movies in your own  
home, fits camera and  
projector, (name your  
projector), for all  
models.  
\$29.40 ppd.

**SAVE 60% TOPGRAIN**  
EVEREADY LEATHER CASE  
Costs less than you'd  
normally pay for a  
plastic case  
\$2.98  
Shpg. Chge. 35c

**SENSATIONAL SAVINGS ON TWO-POCKET PIGSKIN GADGET BAGS**  
The new Spiratone Two-Pocket Genuine Topgrain Pigskin bags are really what you wanted: they have handy wrap-around zippers, adjustable straps with shoulderpads, zippered flap pocket inside cover, chrome hardware, tripod holders on the bottom and two outside pockets for easy separation of accessories. And the prices are lower than those of plastic bags!  
"Standard", 10 x 8 x 4 ..... \$4.99  
"Medium", 11 x 8 x 5 1/2 ..... 8.88  
"Giant", 12 x 9 x 6 ..... 16.99  
Shipping Weight 3 lbs.

**Nothing like it for less than double!**  
**20 FT. REMOTE SHUTTER RELEASE**  
Gently actuating through airpressure. Vinyl hose, chrome cylinder, valve and hose connector to fit virtually any camera.  
\$3.98

**30 FT. MODEL \$4.98**  
LEICA MODEL Shipping Charge 25c

**SYNCH YOUR OLD CAMERA**  
Fully adjustable mechanical tripper, requires no installation, works through standard cable release socket of most old cameras. Has fitting for standard flash cord.  
Allows adjustment for flash bulbs and zero (X) delay for Strobe.  
\$24.99 PPd.

Tripper with BC Fan Flash, with ejector, tester \$4.95

**65mm WIDEANGLE for 2 1/4 x 3 1/4 \$18.79**  
In famous x-synch shutter, 8 speeds — 1 sec. to 1/300th.  
Another Leimayr-made wideangle lens, 65mm f6.8, covers about 85 degrees on the 2 1/4 x 3 1/4 negative. Its symmetrical construction permits use of either half of the lens as a 130mm telephoto. Shutter has delayed action, cable release socket, along a \$20 value. Lenses for graphic (state model) \$2.

**Best POCKET FAN FLASH Value Ever!**  
Extra large 5 1/2" Fan Reflector; 11 pabbled highly efficient blades; 2 positions—for regular and for 82 bulbs, interchangeable cord; Long-life 200 mfd. capacitor; Push-button ejector; Built-in battery test system built-in; Extremely compact—1 1/4 x 2 x 4"; Zipper carrying case attaches to camera carrying strap; Exposure table on back of gun; Open flash button. Fits camera accessory clip or bracket.  
All this for only \$5.55 for standard German or ASA synch terminals

Bracket (for use of gun on side of camera) \$1.00; BC battery, lasts full year \$1.00; Synchrostat, for old cameras \$2.45; for Argus C3, C4, C4A, Graphic 35, Exakta, Praktiflex synch fitting, add \$1.00. Shpg. Chge. 25c

**3 UNIT REFLECTOR OUTFIT \$5.99**  
Two aluminum 10" reflectors for #1 or #2 bulbs  
One bullet reflector for spot effects  
All three complete with swivel joint, switch, socket, clamp and cord at a fraction of their usual cost. Shipping Weight 7 lbs.  
SUGGESTION: 2 #2, 1 #1 photoflash bulbs 60c.

**FREE**  
with \$5.99 or \$7.99 outfit  
EQUALLY HANDY for stills and movies, flood and flash, indoors and out. REG. \$4.99

**HI-LO DIMMER SWITCH \$7.98**  
Compose and focus IF BOUGHT in comfort, save WITH \$5.79 electricity, prolong (or \$7.00 bulb life, retain sub-OUTFIT) ect's natural expression. Nothing like it under \$6.00. When bought alone \$2.99.

**PHOTOFLOOD STAND PLUS TWO REFLECTORS**  
3-section metal stand extends 6'4".  
Sturdy, braced legs with rubber tips.  
Stand telescopes compactly to only 2 feet.  
Positive locking at any desired height.  
The ideal indoor lighting setup. 22" crossbar, can also be used to hold screen, backgrounds. Two-spun aluminum 10" reflectors (for #1 or #2 photofloods), complete with sockets, switches, 6' cords, ball socket swivel joints, rubber jinned spring clamps. Can be used on cross bar or furniture. Shipping Weights: Stand 4 lbs.; Reflectors 4 lbs.  
SUGGESTION: 2 #2 photoflood bulbs.  
Extra clamp on bullet with bulb (for semi-spot) 1.09  
Extra photoflood stand with regular crossbar 3.49

**METAL SNAKE CHAIN \$1.29**  
FOR EXAKTA, LEICA, RETINA, PONY AND OTHERS  
Smoothly suspends camera at chest height for worry-free carrying without case! Elegant, practical, safe and luxurious at half the usual cost! Extra heavy Snake chain, w safety-locks \$1.98.  
Shipping Charge 10c

**TIME EXPOSURE & DELAYED ACTION NOW ADDED TO EVERY CAMERA**  
**NEW 1957 SELFTIMER \$2.99**  
This popular self timer adds to your camera a feature many photographers have paid a small fortune for: 11 slow speeds from 1/2 a second to ten seconds! Fits directly into standard cable release socket. Wonderful for movie cameras with cable release sockets. Ship. Cost 10c

**COILED FLASH CORD \$1.98**  
Now available for most shutters. Sh. Chg. 10c  
Patented coiled cord extends to 4 ft., yet coils up without effort to only 7".

So handy when you want to hold flash away from camera, place electronic flash closer to subject than camera! Available with standard polarized household type plug for Heiland, etc., and prong-type for Kalart to fit Compur, Promator S, ASA (Kodak), Solenoid, Argus C3, C4, C4A, Realist, Praktiflex and Exakta synchronized terminals. Name gun, NEW COILED CORDS: Rollei Lock, \$2.25 camera when ordering, Nikon S-2, Canon, Leica 3F, M3

**CHANGING BAG**  
ONE OF THE MOST IMPORTANT "TOOLS" OF ANY PHOTOGRAPHER  
Double zippered inner and outer bags, made of the finest cloth, make this bag 100% light proof even in brightest sunlight. Whether for use in an emergency, with a film torn or pulled off the spool in a 35mm camera, or for reloading cut film holders or for developing film when no darkroom is available, the changing bag is justly referred to as a "portable darkroom". 17" x 16" working space plus elastic sleeves.  
All these features at the lowest price a quality changing bag that was ever offered at. Shipping charge 25c.  
PROFESSIONAL MODEL: 27" x 30" working space, \$11.99 (value) Shipping Charge 50c.

**A DREAM COME TRUE! POCKET ELEVATING TRIPOD**  
The two most desirable features incorporated into one tripod: 9 sec. pocket size (only 10") and geared (7" rise) elevator action, with a positive lock. Ribbed top section, chrome plated brass legs extend to 46" (4" elevator), single action 90° tilt and panhead — ideal for every movie, twinlens, 35mm fan. Reg. \$19.95. Shpg. Wt. 3 lbs.  
FREE with this tripod: Luxurious topgrain case, worth \$2.50

**PROJECTION BULBS**  
300 Watt T8 1/2, reg. each \$2.50 2 for \$3.25  
500 Watt T10, reg. each 4.15 2 for 4.15  
750 Watt T12, reg. each 4.50 2 for 4.85  
1,000 Watt T12, reg. each 6.00 2 for 6.85  
Shipping Weight 2 lbs.

**1957 MODEL ALL-METAL RANGEFINDER \$2.95**  
Employs super-imposed image system for rapid, accurate focusing from 2 feet to infinity! All-metal construction, leather covering, modern styling. In feet and meters: FREE: PLASTIC STORAGE CASE  
Shpg. Chg. 30c

**Spiratone Specializes in...and Saves You Plenty on Twinlens Reflex Camera Accessories**

**FIELD LENS \$2.00**  
A SENSATIONAL SPIRATONE EXCLUSIVE! GROWTH 2 1/2 TIMES AS MUCH  
A flat thin Fresnel ring plate which fits over growth in your reflex camera, greatly increasing brilliance of viewing image, making the often almost invisibly dark corner image ten times brighter! No installation—just drop fieldlens onto groundglass. Postpaid.  
Deluxe field lens with clear centerpost for easy focusing \$2.48.  
For Rollei, Graflex "88", Ciroflex, Ricco, Minolta, all others

**MAGNIFYING HOOD \$2.95 PPd.**  
FOR ALL TWIN LENS REFLEX CAMERAS  
Twin magnifier makes possible accurate focusing and composing of entire groundglass image with BOTH EYES and at comfortable distance, while protecting groundglass from glare. Saves eyestrain, helps accuracy, dim light focusing. Instantly removable and collapsible. For Rollei, Graflex 22, all others  
COMBINATION OFFER: Magnifying Hood plus Deluxe Fieldlens...\$4.99

**2 1/4 SO. GLASS BINDERS AS LOW AS 5c Ea.**  
At last—an economical type-on mount with 2 1/4 x 2 1/4 outside dimensions to fit standard viewfinders. Each binder comes complete with two glasses, SR, 191a, 4, 7, 12 & 36 lbs. 30 for \$3.85—100 for \$24.00—1200 for \$90.00  
Sample Package of 12—\$1.29 postpaid

**35MM ADAPTER FOR ALL TWINLENS REFLEX CAMERAS**  
Without installation, the Junior Mindapter enables you to use 35mm film in your 120 Rollei, Rollei, Ciroflex, Graflex 22, Minolta, etc.—yet you can change back to your regular size any time you wish. Mindapter comes complete with groundglass mask, cable release adapters, counter, ready for use. Shpg. Chge. 15c  
SR, MINIDAPTER has additional finder (for vertical and horizontal shots), special bracket for finder and counter. REG. \$9.95

**GROUND & POLISHED COVER GLASSES**  
2 1/2 x 2 1/4 100 for \$1.79 4 lbs. 2 1/2 x 2 1/4 300 for \$4.39 10 lbs. 2 1/2 x 2 1/4 100 for \$1.99 4 lbs. 2 1/2 x 2 1/4 300 for \$4.99 11 lbs. SLIDING TAPE—12 yds. 78c, 36 yds. 2.19

**4 FT. COILED FLASH CORD \$2.35**  
FOR NEW ROLLEI with lock  
Name your gun when ordering.

**NAME YOUR CAMERA WHEN ORDERING**  
—many other accessories in this advertisement (cable release, gadget bags, tripods, etc.) also well suited for your Twinlens. If in doubt, write us!

**BAYONET COATED FILTERS**  
For Rollei F:3.5, Minolta Autocord each \$2.99 3 for \$8.99 Special Shade Your choice of red, green, yellow, 82A, 80B, 85C, Skylight \$2.99

**Sensational Sale in Bayonet Mount CLOSE-UP SET FOR MINOLTA AUTOCORD**  
Perfect closeups every time—sets fit cameras without any adapters, are guaranteed to equal \$20.00 sets in performance. #1 set focuses from 38" to 50" #2 set from 20" to 13" Sh. Ch. 10c Each set 9.95 Both for \$17.95

ROLLEI 2.8B, D MODEL 4.95 Both for 17.95  
CIRIOFLEX, GRAFLEX 22 MODEL 4.95  
MINOLTA MODEL 3.95

**PARALLAX-ADJUSTER FOR ALL TWINLENS REFLEX CAMERAS**  
\$1.98 Compensates for difference between viewed and exposed images — works even with extreme closeup lenses!

**2 1/4 SQUARE NEGATIVE ALBUM, CAPACITY 100, ONLY...\$1.00**

**120 ANSCHROME INCLUDING PROCESSING FOR ASA 128**  
Thanks to Spiratone's exclusive high-speed processing service, you can now take fast COLOR action shots, shoot COLOR in poor light—at speeds higher than were possible with b&w film only a few years back! for \$6.99  
HI-SPEED (ASA 64, 128) PROCESSING of your 120 ANSCHROME \$1.25





# SAVE MONEY! BUY DIRECT!

35mm Cameras, Reflex, Press, View and Folding Cameras, Enlargers, Over 10,000 Lenses Available. 8mm and 16mm Movie Cameras and Projectors, Slide Projectors, Screens, All Accessories Available.

**CAMERA IMPORT CORPORATION** is actually able to sell you many imported cameras, lenses and accessories below the price you would have to pay in the countries where they are made! No time payments, no fancy trimmings... just huge savings and the highest trade-in allowances!

## WORLD'S FINEST EQUIPMENT at lowest prices!

Agfa Automatic 66 f3.5 lens ..... \$179.50	Gipsy f2.8..... 46.50	500 W LaBelle 55 59.50
Agfa Amti Silette f2.8 ..... 139.50	Hasselblad ..... 289.50	500 W A.O. Auto.. 56.50
Agfa Silette L f3.5 99.50	Kaloflex ..... 89.50	Leica IIIf f3.5..... 169.50
Aires III f1.9 ..... 74.50	Keystone K-33 f2.5 58.50	Leica M-3 f2 ..... 275.00
Ansco Cameras:	Keystone K-38 f2.5 69.95	Leica M-3f1.1 ..... 488.00
Memar f3.5..... 29.95	Keystone K-42 f2.5 58.50	Linhof 23 f3.5 LN 295.00
Super Memar f2.. 89.50	Keystone K-48 f2.5 84.00	Lordomat f2.8 .... 69.50
Super Memar f3.5 52.50	Kodak Cameras:	Minicord ..... 104.95
Super Regent f3.5... 67.50	Retina IIC ..... 89.50	Minolta A ..... 89.50
Super Speedex ..... 89.50	Retina IIIC ..... 119.50	Minolta Autocord
Argus CIII ..... 44.95	Kodalux Meter .... 19.95	Minox IIIS L.N.... 89.50
Argus C4 ..... 69.50	Pony 135 ..... 24.95	Neoca IIS f3.5 .... 42.50
Argus C44 ..... 69.50	Retina Curtar ..... 46.50	Nikon S-2 f1.4 L.N. 239.50
Asahiflex f2.4 ..... 79.50	Retina Longar .... 62.95	Olympus f2.8 ..... 53.95
Asahiflex f3.5 ..... 69.50	Signet 40 ..... 49.50	Pax M2 f3.5 ..... 37.40
Bauer 88B f1.9... 104.95	Signet 35 ..... 54.50	Pentacon f2.8 .... 89.50
Bessa I f4.5 ..... 29.95	Stereo Camera ..... 62.50	Pentacon f2 ..... 99.50
Bessa II f3.5 ..... 53.95	Stereo Viewer .... 9.75	Plaubel Makina ..... 259.50
Bessa II f3.5 ..... 120.95	Tourist II ..... 19.75	Polaroid 80..... 49.50
B & H 8mm f2.5... 39.95	Brownie Movie	Polaroid 95..... 69.50
B & H Sound Projector 285C ..... 298.50	Camera f2.7 lens 22.50	Polaroid 110 ..... 187.50
B & H Sound Projector 202C ..... 479.50	Camera f2.3 lens 29.00	Praktica f2.8 ..... 57.50
Boisey Jubilee .... 59.50	Camera f1.9 lens 36.50	Praktica FX f2.8.. 179.50
Canon IVS-2 f3.5.. 158.00	Turret Model f1.9 62.50	Prominent f2..... 165.00
Canon V f1.8 L.N. 239.50	300 Projector .... 48.50	Prominent f1.5 ... 189.50
Canon V f1.1 ..... 395.00	500 Projector .... 56.90	Revere 88 f2.5... 49.50
ConSol f2.8 ..... 89.50	Cine Kodak	Revere 88 f1.9 ... 79.50
Contaflex f2.8 .... 111.00	Medallion f1.9 .... 97.50	Revere 90X Proj... 89.50
Contaflex II f2.8.. 134.50	K-100 f1.9 ..... 209.50	Revere 99 f2.7... 69.50
Contax IIa f2 ..... 199.50	Royal f1.9 ..... 144.50	Ricoh 35 ..... 39.50
Contax IIIa f1.5.. 229.50	Showtime 8 Proj. 88.00	Ricoh 500 ..... 52.50
Contina IIA f2.8.. 69.50	Kodascope Royal Projector ..... 209.00	Robot Royal 36... 229.50
Crown 35 with RF f3.5 ..... 28.95	Kodascope Pag-geant Projector 359.00	Rolleicord ..... 93.50
DeJur 500 Proj.... 52.50	Kodascope Sound Projector MKA.. 630.00	Rolleiflex f3.5 ... 142.25
DeJur 750 Proj... 109.50	Exposure Meters:	Rolleiflex 2.8D ... 205.50
DeJur 1000 Proj... 119.95	Auto Bewi Meter.. 19.95	Samoca f3.5 ..... 22.50
Edixa Model L.... 49.95	Bewi Automat A... 19.95	Soligor 66 ..... 74.50
Edixa Reflex f2.8 99.50	G.E. Guardian ..... 25.50	Stereo Realist ... 98.00
Eumig C3 Camera 99.50	G.E. PR 1 ..... 23.50	Stereo Realist 45 66.50
Exa ..... 34.50	Seconic Meter.... 6.95	Super Baldina f2.8 44.50
Exakta PP ..... 18.75	Sixtomat Meter ... 19.95	Super Paxette... 54.50
Exakta PP w/RF.. 22.95	Weston Master III 21.90	Super Ricohflex... 22.65
Exakta VX ..... 124.50	Slide Projectors:	Ultrablitz Expert.. 37.50
Exakta VX f2.9... 147.00	300 W Argus Auto 49.95	Ultrablitz Matador 55.00
Exakta 66 f2.8 ... 195.00	300 W A.O. Auto.. 45.60	Vito B ..... 34.95
Flexarette ..... 39.95	300 W Revere 553 52.95	Vito IIA ..... 41.95
Gami ..... 289.50	300W Brumberger 45.50	Vitessa f3.5 ..... 74.50
	500 W Revere 888 99.50	Vitessa "L" f2.8.. 104.50
		Vitessa "L" f2..... 119.00
		Yashica A ..... 22.95
		Yashica C ..... 34.95
		Yashica LM ..... 45.95

Send today for ANY camera, lens enlarger, projector or accessory!

Everything listed is BRAND NEW unless otherwise stated, fully guaranteed, both mechanically and optically. We sell all merchandise on a 15 day, full money back guarantee. 20% deposit is required on all C. O. D. shipments. Servicemen and Foreign orders welcome.

## CAMERA IMPORT CORPORATION Dept. M-3A, 521 Fifth Ave., N.Y. 17, N.Y.

I am interested in \_\_\_\_\_

I wish to trade \_\_\_\_\_

Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

ZONE \_\_\_\_\_

Please Mail FREE Quotation - No Obligation To Buy

## BEHIND-LENS SHUTTER

(Continued from page 106)

lengths are not usable on these cameras at the present time, nor in the near future. In contrast, cameras with focal plane shutters can take lenses of virtually infinite focal length.

Our opinion: The giant lenses are special tools. In our experience 85-105mm focal lengths are most useful for the general run of amateurs; 135mm lenses also come in handy sometimes.

High speed lenses: There seems to be no good reason why excellent "normal" lenses of f/2.8 or f/2 aperture cannot be supplied for behind-lens shutter cameras. The Voigtlander Prominent even comes with a 50mm f/1.5 Nokton, an excellent very high speed lens.

Our opinion: With fast films, the new cameras need not be limited in their picture taking ability.

### How good can they be?

The new cameras can be as good as the manufacturers are willing to make them and the buying public demands them to be. A lens designer put it this way: "With properly made lenses of 4, 5, and 6 elements these cameras can take just as sharp pictures as any. Load them up with some cheap, wide aperture, 3-element job, and they just won't be able to perform. But that's due to the poor quality lens, not the camera."

With the lens removed, the shutter leaves are directly exposed to bright light. Will they leak? An optical expert explained the problem: "You can build a shutter to be light-tight, or you can make it accurate. At present, you can't do both with a single set of blades. If you make them tight enough to be leakproof, they may bind and the shutter will be inaccurate."

"If you make the shutter very accurate, the blades have to be loose, so they may leak light. The answer is two sets of blades—one to keep out the light, the other to be accurately timed."

And that's exactly what you will find on a number of the cameras.

Some people think the blades will get dirty more easily because they are exposed. But Gauthier engineers take the view that precisely because the leaves are in plain view camera owners will keep them dust and dirt free. And if handled with reasonable care these cameras need not be damage prone.

### Camera of the future?

Yes, we believe that the behind-lens shutter type can have a great future. We don't expect these cameras to eliminate or even compete with the ultra fast, super flexible, high price bracket 35's. But we do see them offering to the average amateur picture taking abilities more than adequate for his or her needs, at a moderate price.—JOHN WOLBARST

# NOWHERE BUT THE WORLD'S LARGEST CAMERA STORE CAN YOU BUY WITH CONFIDENCE & SAVE SO MUCH!



**\$6<sup>95</sup>**

**DOWN**

Takes Home the  
World's Only  
Electric 8mm

**MOVIE CAMERA**

**Leumig**

With Ctd. Color-Corrected f:2.8  
FIXED FOCUS LENS.

- Motor operates on penlite batteries
  - No hand winding or lost scenes
- Eveready Case \$8.95 Add'l.

Famous Make  
**BEADED  
SCREENS**  
Size 50x50  
Reg. 22.50  
**SALE**  
**13<sup>50</sup>**

**SAVE \$20**

**2x2 BRUMBERGER**

**Automatic Rocket 300 watt**

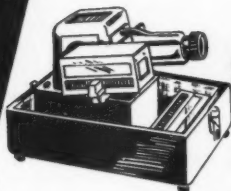
**SLIDE PROJECTOR**

Reg. \$59.50

**SPECIAL**

**\$39<sup>50</sup>**

With Airequipt  
Automatic  
Slide Changer



**MANSFIELD  
JR. SPICER**

List 2.95

**1<sup>98</sup>**

For 6mm  
and 16mm.  
With  
scraper,  
blade,  
bottle of  
cement.

**Willoughby Exclusive**

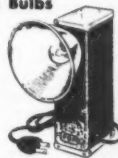
**WILLO-LITE**

**Electronic Flash**

Lifetime of Flash Pictures  
Without Flash Bulbs

\$29.50 Value

**\$15<sup>95</sup>**



- Weighs only 19 ounces
- Uses lifetime G.E. flash tube
- 3 to 5 sec. interval between shots
- All metal, with flat-life reflector
- Operates on 110V. A.C. (or on 3 photoflash cells with accessory Power-Pak)



**ROWI Pocket  
TRIPODS**

No. 588. Tilt top.  
10 sections. Closed  
8 inches. Open 48  
inches. Weighs 15 oz. **8<sup>75</sup>**

No. 591. Tilt top. 8 sections.  
Closed 10½ inches. Open 55  
inches. Weighs  
16 ounces. **11<sup>85</sup>**

Smart, compact, "conversational  
piece". Sturdy metal sections,  
with black enclosure.

**LESS THAN HALF-PRICE!  
PRO-TYPE GADGET BAG**

List 31.00

**SALE**

**14<sup>95</sup>**



We can't  
keep up with  
the demand  
for this famous make, all-leather  
pro-type bag. A great bag for  
Polaroid, reflex, small press and  
35mm cameras—with plenty of  
space for accessories. 8½ x 11  
x 6 inches. May be hand carried  
or slung over your shoulder.

**Famous Make  
Brand new.**

**2¼ x 3¼ ENLARGER**

List 92.50

**SALE**

**55<sup>95</sup>**

Elgeet 3½" f:4.5  
lens. Built-in  
distortion control.  
Horizontal or  
vertical projection. 18 x 25  
inch baseboard. 75-watt  
opal bulb.



**Something New!**

**VOTAR Extending**

**Pocket Tripod**

With Pan & Tilt Head

**\$16<sup>95</sup>**

With  
Case



With extending rod it  
measures 51 inches...closed,  
10 inches. 8 sections, with  
ribbed black enclosure. Wide  
platform for still or movie  
cameras. Attractive case.

**ENLARGING  
EASELS**

8 x 10—  
LIST 5.50

11 x 14—  
LIST 7.75

**3<sup>69</sup> 4<sup>95</sup>**

Steel masking bands.

White enamel base.

**SPECIAL SALE!  
Brand New**

**8mm MOVIE  
CAMERA LENSES**

1½" f:3.2 Reg. NOW  
Telephoto \$17.95 \$14.50

6.5mm f:1.9 Reg. NOW  
Wide Angle \$44.95 \$35.95



(Prices do not  
include reels  
and cans)

**ELECTRIC  
PRINT  
DRYERS**

11x14 Double  
SALE PRICE

**\$11.95**

16x20 Double  
SALE PRICE

**\$20.76**

**CAMERA BARGAINS**

2¼x2¼ CROFLEX E, List Special  
f:3.5 Lens, Sync. .... \$117.50 \$39.50

2¼x2¼ PERKEO II, f:3.5 Lens, Sync. .... 78.00 29.50

2¼x3¼ PACEMAKER CROWN GRAPHIC, Ektar, f:3.7 Lens, Sync., Kalart Rangefinder 340.75 129.50

2¼x2¼ ANSCO TITAN, f:4.5 Lens, Sync. .... 49.50 19.50

All above are Used but Guaranteed

**Famous Make  
REEL CHESTS**

No. 2—Holds 12 8mm 300 ft.  
reels and cans.

List \$3.95 **2<sup>65</sup>**

All steel. For reels and cans  
—and recording tapes. Double  
safety catch.



(Prices do not  
include reels  
and cans)

**LEATHER  
GADGET BAG**

List 10.95



Genuine cowhide in  
stunning buff color.  
Zipper top. 10 x 7½ x 4¼ inches.  
Two tripod straps at bottom.  
(Model BJ-13).

**GIFT  
PRICED**

**54<sup>5</sup>**

**10%  
DOWN**

**10 DAY  
FREE TRIAL  
ON CAMERAS**

**1 YEAR  
GUARANTEE  
ON CAMERAS**

**SUPERB 4-LITE**

Folding Indoor Light

Reg. 17.95 **8<sup>95</sup>**

with case

Price does not include  
bulbs. 24-gauge steel.

UL-approved cord. Luggage type case.



**2 x 2 METAL  
SLIDE FILE**

Reg. 2.95

**1<sup>69</sup>**

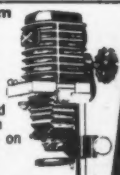
Holds 150 glass or  
300 cardboard slides.  
Buy now... price  
goes up after  
they're gone.

**Famous Make 35mm  
ENLARGER**

List 79.50

**48<sup>45</sup>**

Elgeet 2" f:4.5 coated  
lens. Brand new. From  
contact size to 11x14 on  
baseboard. Aluminum  
die-cast double  
condensers.



**INCLUDE  
SUFFICIENT  
POSTAGE**

WE PAY TOP CASH FOR YOUR OLD EQUIPMENT! HIGHEST TRADE-IN ALLOWANCES!

**WILLOUGHBY'S**

110 West 32nd Street, New York 1, N. Y. • Open 8:30 to 6—Thursday to 8 • LO 4-1600



## TREMENDOUS VALUES

### CLEARANCE SALE

SOUND OR SILENT CARTOONS APPROX. 400 ft. ...\$4.95  
For Home Use Only

### ANSCO COLOR IN BULK

16mm—4c per ft. ....min. order 50 ft.  
8mm—25 ft. on camera spools.....\$1.25  
100' 8mm .....\$5.00  
(Processing not included)

### PHOTOGRAPHIC CONTACT PAPER

Eastman Kodak 5W Semi-matte—Contrast #4  
100 sheets per box 10 x 10 .....\$2.50

### MOVIE FILM SPECIAL

100' 8mm double  
Packed on 4 Camera spools 25' .....\$1.79  
processing not included

### SPECIAL OFFERING IN 8mm AND 16mm COLOR SUBJECTS (CARTOONS AND FAIRY STORIES)

50 ft. 8mm.....\$ 2.00  
200 ft. 8mm..... 7.50  
100 ft. 16mm..... 5.00  
400 ft. 16mm..... 20.00 (silent)  
400 ft. 16mm..... 25.00 (sound)

### ROLL FILM

#127, 120, 620, 116, 616  
Black & White 10 for .....\$1.95  
120 & 620 color .....75¢ a roll  
35mm 20 exp. B&W .....25¢  
35mm 36 exp. B&W .....49¢  
AERO EKTACHROME #120 and #620  
Weston 40 .....3 for \$2.85  
35mm 36 exp. TRI X .....50¢ a roll.  
Minimum order 4 rolls

### 35mm BLACK & WHITE BULK

ANSCO FINOPAN \$1.25 (Weston 24) Kodak  
Super X or Double X .....\$1.40

### Bulk MOVIE FILM 8mm or 16mm

1500' (30 50' rolls) \$11.50 16mm  
50' rolls .45 8mm & 16mm 100' rolls .90 8mm & 16mm  
1350' (25' rolls) \$9.95 16mm  
400' rolls \$3.60 8mm & 16mm  
(this is a fine grain)  
PANCHROMATIC REVERSAL FILM  
Processing not included

### 35mm COLOR FILM

Available in tungsten and daylight  
Available in ANSCO TUNGSTEN 35mm x 100' \$22.00  
AERO EKTACHROME—DAYLIGHT SPEED—100 ASA 20  
exp. rolls, including proc. ....\$1.50 (3 for \$4.25)  
20 exp. rolls INDOOR ANSCO COLOR  
.....\$1.00 (3 for \$2.75)  
AERO EKTACHROME CHEMICALS—1½ gal....\$2.95

### MOVIE FILM

Size	B&W	Color
8mm 25' dbl. roll	\$1.15	\$2.25
8mm 25' dbl. mag.	1.75	3.00
16mm 100' B & W available		
in both sound or silent	2.50	5.95
16mm 50' magazine	1.90	3.50

Processing included—  
With purchase of 6 rolls B & W of any size—ONE FREE  
16mm Kodachrome, 100 ft. roll.....\$4.95  
To be sent directly to Eastman Kodak for free processing.

### 16mm SOUND FEATURES & SHORTS (CARTOONS & COMEDIES)

Religious Films and Old Time Masterpieces such as  
COVERED WAGON, LOST WORLD, DANCING MOTHERS  
(with Clara Bow), Also 16mm 100' and 50' 8mm  
subjects—such as—MUTT & JEFF, WALT DISNEY, OUR  
GANG, TOM MIX, JOE E. BROWN, \$1.50 for 16mm  
100' as well as the 50' 8mm. CHARLIE CHAPLIN  
COMEDIES AVAILABLE in silent or sound—50 different  
subj. \$15.00 sound \$10.00 silent. (Write for catalog  
on features).

### DEVELOPING SERVICE AVAILABLE

100' 16mm B&W.....\$1.25  
8mm 25' double......60

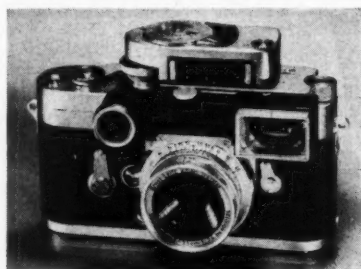
Include postage with all orders

### ALL FILM

Dept. M, 243 West 55 St., N. Y. 19, N. Y.

## New Lens Combination Adapts M-3 Finder to 35mm Field

For Leica M-3 owners who prefer the broad point of view afforded by a 35mm wide-angle lens, here's good news! Wide-angle fans—increasing numbers are using the 35mm lens as "standard"—have been somewhat hampered, up until now, by the necessity for using an auxiliary finder to frame the wider field of



The new 35mm Summaron f/3.5, with auxiliary optical unit, allows use of regular Leica M-3 viewfinder window for both range- and viewfinding.

view—and the inconvenience of switching the eye from rangefinder to viewfinder window.

Now Ernst Leitz, Wetzlar has a solution, which allows the M-3 user to frame his wide-angle view through the regular viewfinder window. The new 35mm Summaron f/3.5, a bayonet-mounting lens, has been equipped with an adapter which makes it possible.

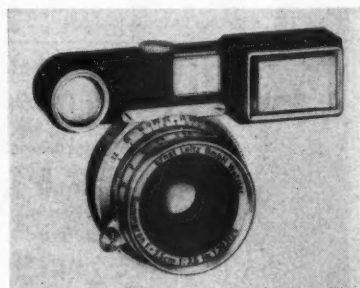
Fitted into a slot atop the lens mount is an auxiliary optical viewing unit, consisting of two components mounted in a bracket, which adapts the regular viewing system to the 35mm lens. The component which is positioned in front of the regular viewfinder window (photo, above) corrects the viewfinder so that the large bright-line frame which usually encompasses the 50mm field of view now matches the wider field of the 35mm lens. The round window in front of the rangefinder opening adjusts the movable, or focusing, image so that both images are the same size.

A notched foot on the auxiliary viewing unit fits into a shoe on the lens

barrel. The connection is tightened with the knurled screw on top (see photo, below). Although the two units are separate, the rangefinder will not function unless the auxiliary unit is in position. Without it, the rangefinder knob stays locked at infinity. No chance for focusing mistakes which might result from neglect and a viewfinder not properly adapted to the 35mm field.

A special coupling device at the top of the lens barrel, which fits into the foot of the auxiliary, permits use of the rangefinder. Mounting the viewing unit provides the proper correction and also unlocks the lens for focusing.

The 35mm Summaron f/3.5 has click stops from f/3.5 to f/22, and the lens



Viewing unit is mounted atop lens barrel, which fits bayonet mount of M-3 in usual manner. Unit is lightweight, can be left attached to lens.

fits into the bayonet mount of the Leica M-3 in the usual manner. The red positioning dot on the lens barrel is raised and is said to make lens mounting both quicker and easier. Viewfinder is parallax-corrected to 26 inches when used with this lens.

The auxiliary viewing unit can be attached to the lens barrel either before or after the lens is mounted on the camera. The extra unit is lightweight and does not appear to interfere with facility of changing lenses, even if left attached to the lens mount.

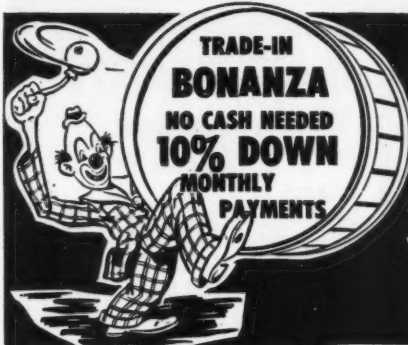
Price of the 35mm Summaron with auxiliary optical unit is \$135.—THE END



Large bright-line frame encompasses 50mm field of view when viewfinder is used without auxiliary unit.



Same frame delineates 35mm view when optical attachment is in place atop new Summaron wide-angle lens.



# SALE

RESERVED FOR

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

WRITE TO-DAY **FREE** CATALOGUE

## 35mm SALE

	New	Used
Argus C-3, case & flash	\$ 49.50	\$ 34.95
Argus C-4	84.50	39.50
Argus C-44, cld. f2.8	79.50	55.50
Bulsey Jubilee f2.8, case & flash	79.50	39.00
Canon IV 5-2, f1.8	284.00	128.00
Canon V, f1.8	350.00	218.00
Edin Co. cld f2.8	49.95	29.95
Graphic 35, f2.5, case & flash	89.75	43.75
Kodak Retina II f2	127.50	64.00
Kodak Retina IIA f2, f1.8	139.50	79.00
Kodak Signet f2.5	72.50	34.00
Kodak Pamy f2.5, f1.5	79.75	13.00
Kodak Bantam Special, f2	—	61.00
Konica II cld f2.8	89.75	54.50
Minolta A, cld f1.5	49.95	38.00
Minolta 35, f2.8	159.50	95.50
Nicox 35, f2.5 case & flash	59.75	29.00
Voigt Prominent cld f2	239.50	97.95
Voigt Vitessa cld f2	127.50	69.50
Voigt Vitessa L cld f2	189.50	81.00

## 35mm SINGLE LENS REFLEX

	New	Used
Contaflex I, f2.8 cld Tessar	\$149.50	\$ 75.50
Contaflex II, f2.8 cld Tessar	199.50	107.50
E- f2.8 cld	85.00	33.50
Exakta V, f2 Zeiss	249.50	119.00
Exakta VX, f2.8 cld Tessar	199.50	124.50
Exakta VX, f2.8 Auto Westman	239.50	129.00
Exakta VX, f2.8 cld Tessar	—	—
Exakta V, f2.8 cld Tessar	279.50	139.00
Exakta V, f1.9 cld Auto Xenon	341.70	188.50
Exakta V, f1.5 cld Angenieux	349.50	179.00
Pentacox f2.8 Auto	249.50	129.00
Pentacox f2 cld Biotar	249.50	87.50
Practiflex f2 cld Xenon	329.50	119.50
Practiflex f2.8 Auto Biotar	297.50	178.00
Practiflex f2.8 cld Tessar	192.50	137.50
Practiflex f2.8 cld f1.9 Meyer	—	—
Practiflex f2 cld Biotar	149.50	72.50

## LEICA CONTAX NIKON SALE

	New	Used
Leica IIIc, f2.8 Elmar	—	575.00
Leica IIIc, f2 cld Summilux	—	95.00
Leica IIIc, f2 cld Summilux	\$334.00	164.00
Leica IIIIf, f2 cld Summilux	249.50	145.50
Leica IIIIf, f1.8 cld Summilux	357.00	178.00
Contax II, f2 Sonnar	—	44.00
Contax IIA, f2 cld Sonnar	345.00	129.00
Contax IIA, f1.5 cld Sonnar	374.00	154.50
Contax IIA, f1.5 cld Sonnar	383.00	169.75
Nikon S f2	—	164.50
Nikon S2 f1.4 cld Nikkor	345.00	218.50

## LEICA LENS SALE

	New	Used
28mm f2.5 Nikkor	149.50	76.50
35mm f2.8 cld Nikkor	181.00	79.95
35mm f2.5 cld Nikkor	89.50	58.00
35mm f2.5 cld Summaron W.A.	94.50	64.00
50mm f2 cld Nikkor	175.00	85.00
50mm f4 cld Elmar	109.00	53.50
135mm f4.5 cld Helios	135.00	60.00
135mm f4 Summar	146.50	65.50
135mm f2.5 Nikkor	135.00	65.50

## LENSES

for Exakta, Contax-D, Praktica, Pentacox

	New	Used
28mm f2.5 cld Angenieux	\$126.00	\$ 43.00
35mm f2.5 cld Angenieux	99.50	53.00
35mm f2.8 cld Auto Zeiss	149.50	68.00
40mm f2.5 Mduro E	89.95	55.00
50mm f1.5 Zeiss Biotar	211.50	79.50
50mm f2.5 cld Angenieux	94.50	55.00
135mm f2.5 cld Angenieux	89.50	51.00
180mm f2.5 cld Xenar	84.95	46.00
400mm f2.5 Meyer Telo Major	195.00	89.50
400mm f2.5 Auto Berlin with lens scope	400.00	199.50

## 2 1/4 x 2 1/4 REFLEX

	New	Used
Exakta f4, f2.8 Tessar V-X	\$319.50	\$197.50
Minolta Auto cord f1.5	124.50	78.00
Kaloflex Automatic, f2.5	119.50	69.00
Rolleiflex IV, f2.5 Xenar M-X	134.55	59.50
Rolleiflex V, f2.5 Xenar M-X	134.55	59.50
Rolleiflex Standard, f2.5 Tessar	—	44.00
Rolleiflex Auto, f2.5 Tessar	—	69.50
Rolleiflex, f2.5	29.95	16.00

## TRADES ACCEPTED



**CONTAX D**  
Pre-set f1.9 coated Meyer  
Prism. Focal plane  
shutter; sync for flash &  
strobe.  
case 9.50  
BRAND-NEW.....  
.....114.95 1.25 post & ins



**PRAKTICA F-X**  
f2.8 Pre-set Tessar; slit-  
stop, focal plane shut-  
ter; sync for flash &  
strobe.  
case 7.95 1.25 post & ins



**AUTO EXAKTA VX**  
Fully automatic f2.8 coat-  
ed lens. Focal plane shut-  
ter; 12 sec to 1/1000; New  
exposure counter; disc-  
board model. Brand-New  
1.25 post & ins



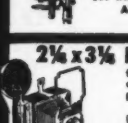
**PRISM RANGEFINDER**  
No Exakta owner should  
be without one! Combined  
with viewfinder for EXAK-  
TA V, VX,  
and EXAK.  
Case 2.50  
1.50 post & ins



**FEDERAL ENLARGERS**  
35mm for 2 1/4 x 3 1/4  
289 with 3 1/2" cld lens 21.00  
279 with 3 1/2" cld lens 25.50  
311 with 3 1/2" cld lens 39.00  
All used guaranteed  
Shipped express



**EXA VX** Brand-New dis-  
counted model. Coated f2.8  
lens; 1/1000; 11-1/2  
steps. Pin B.C.  
Rangefinder. Regu-  
lar 595.00  
1.25 post & ins



**2 1/4 x 3 1/4 BUSCH PRESS**  
f4.5 lens; Synchro. shutter;  
coupled rangefinder. List  
price \$320.00.  
Used.....  
New Price Rangefinder 11.95  
1.50 post & ins



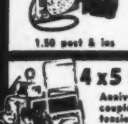
**400mm f5.5 PRE-SET TELE**  
Pre-set diaphragm in the  
mount, for Exakta, Contax  
D, Praktica, Pentacox.  
List \$199.50.  
BRAND-NEW.....  
1.50 post & ins



**FR SPEED LIGHT**  
Fully portable; uses AC  
or DC batteries; AE  
Kodachrome Guide.  
Used.....  
1.50 post & ins



**R & H "MIRACLE 2000"**  
Plays 7 1/2 or 3 1/2 in per  
sec. Records up to 2 hours  
on 1200 ft. reel. Reg  
\$220.00  
Used.....  
shipped express



**4 x 5 SPEED GRAPHIC**  
Anniversary model; f4.5 lens;  
coupled rangefinder double ex-  
posure bellows.  
Used.....  
1.85 post & ins.



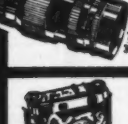
**7 x 50 PRISM BINOCULARS**  
All metal light weight.  
Coated optics. Complete  
with case & strap. Indiv-  
idual focus.  
BRAND-  
NEW  
\* add 10% tax  
1.50 post & ins



**IMPORTED MOVIE LENSES**  
FOR 8mm CAMERAS  
4.5mm f1.9 ..... 21.00  
7mm f2.5 ..... 13.75  
1 1/2" f1.8 ..... 47.50  
1 1/2" f1.4 ..... 19.75  
7.5mm f1.4 ..... 32.95  
3" f1.9 (for 16mm) 24.90  
45c post



**ARGUS C-44**  
Coated f2.8 lens; speeds to  
1/3000; Coated range-  
finder viewfinder; auto film  
transport.  
used.....  
1.25 post & ins



**RETINA III C**  
Latest 1956 model; f2  
Xenon in M-X shutter;  
built-in exposure ma-  
nor. List \$190.00.  
Used.....  
1.25 post & ins



**CONTAFLIX**  
Zeiss Tessar f2.8 lens;  
sync; eye-level prism;  
ground glass range-  
finder. Case 9.50  
1.50 post & ins. Used.....



**REVERE 555**  
Semi-Automatic; Blower  
coated; built-in peaker;  
Condensers. Complete WITH  
CASE. Reg. \$97.50 used  
47.95  
1.25 post & ins



**CIROFLEX D**  
M - P Synchronic shutter;  
speeds to 1/2000; f2.5 coated  
lens; auto parallax correction.  
Used.....  
1.50 post & ins.

## SLIDE PROJECTOR SALE

	New	Used
300 w Argus PB 300	\$ 48.50	\$19.50
300 w Argus Auto, case	64.50	29.50
300 w J. O. Auto, case	89.50	27.95
300 w Bumbarger (2 1/2 x 2 1/4)	79.50	33.50
300 w Golds Manual	88.50	28.50
300 w Golds Coronet, case	44.75	18.50
300 w Golds Reflex (2 1/2 x 2 1/4)	64.50	45.50
300 w TDC Duo (2 1/2 x 2 1/4)	47.50	34.50
300 w TDC Model D	67.50	27.00
300 w TDC Headliner	29.95	14.50
300 w TDC Mainliner Auto	89.50	24.50
500 w TDC Duo 500	84.50	33.50
500 w Revere 553	79.50	39.00
500 w Revere 555	79.50	47.95
500 w Revere 888	144.50	68.50
500 w TDC Streamliner	84.50	44.00
500 w A. O. Auto	74.50	39.00
500 w La Belle 55	94.95	44.00
500 w La Belle 75, case	164.95	71.00

## ENLARGER SALE

	NEW	USED
35mm Federal 128, f4.5 Cond	\$ 54.95	\$ 32.50
25mm Facomat I-C f4.5	—	—
2 1/2 x 3 1/2 De Jure, f4.5 Cond	183.00	114.50
2 1/2 x 3 1/2 Exact 64, f4.5 Cond	142.75	79.50
2 1/2 x 3 1/2 Solar 120, f4.5 Cond	114.50	67.50
2 1/2 x 3 1/4 Sunray, f4.5 Cond	87.50	59.50
4 x 5 Federal 470, f4.5 Cond	142.95	85.50
4 x 5 Solomantic, f4.5	149.50	104.50
5 x 7 Elwood S-2, f4.5	97.50	67.50
5x7 Elwood S-2	117.50	71.00
5x7 Solar	84.50	48.00
5x10 Elwood Commercial	319.00	177.50

## PRESS CAMERA SALE

	New	Used
2 1/2 x 3 1/4 Pacemaker Crown, f4.5 cld RF	\$299.50	\$117.00
2 1/2 x 3 1/4 Ann Speed Graphic, f4.5 cld, cld RF, Rangefinder	219.50	88.50
2 1/2 x 3 1/4 Ann Speed Graphic, f4.5, cld RF	—	83.50
2 1/2 x 3 1/4 Pacemaker Crown, f4.7 cld RF, flash	—	117.00
4x5 Ann Speed, f4.7 cld RF	249.50	87.95
4x5 Pacemaker Speed, f4.7 cld RF	348.00	188.50
4x5 Linhof, f4.5, cld RF, flash	427.50	197.50
4x5 B&B, f4.5, cld RF, flash	245.00	87.50
4x5 Busch, f4.5, cld RF, flash	253.00	89.50

## 8mm CAMERA SALE

	New	Used
B&H 252, f2.3	—	23.75
B&H Sportster, f2.5	—	26.00
B&H 172A, f1.9, Turret	199.95	114.50
B&H 172B, f1.9 Turret	164.95	87.50
Keystone K-40 f1.9	164.50	42.50
Keystone K-45, f1.9 Turret	181.50	77.50
Kodak Mag, f1.9	149.50	52.00
Revere 40, f2.5	105.50	47.00
Revere 44, f1.9	144.00	89.50
Revere 6-43, f2.5 Turret	182.50	79.50
Revere 80, f2.5	97.50	49.00
Revere 84, f1.9 Turret	147.50	78.50

## 8mm PROJECTOR SALE

	New	Used
B&H 253 Montevue 500w	79.95	44.50
B&H Reprint, case 500w	179.95	85.00
Keystone K-109, 750w	149.50	71.00
Keystone K-70 Bright beam 500w	64.95	26.00
Kodak Brownie 300w	62.00	27.50
Revere 90 750w	125.00	61.00
Revere 85 500w	114.50	42.50

## 16mm CAMERA SALE

	New	Used
B&H 200 T f2.5 Turret	174.95	107.75
Cine Kodak K-100, f1.9	249.00	144.50
Kodak Mag f1.9	149.50	58.00
Keystone A-12 cld f1.9 Turret	199.50	87.00
Keystone A-9, cld f2.8	99.50	47.00

## 16mm PROJECTOR SALE

	New	Used
B&H & Howell 273 A, case	\$199.95	\$ 98.00
B&H & Howell 202 C sound	719.95	387.50
B&H & Howell 285 C sound	449.95	204.50
Keystone A 92	139.00	62.00

## STATEMENT OF POLICY

All items listed are offered with 30 day trial  
— 2 year guarantee. No down payment re-  
quired on trade ins. Minimum down payment  
10% C.O.D. with 10% deposit.  
All prices F.O.B. N.Y. Estimate & include  
shipping & insurance charges. Shipments  
promptly refunded from subscription sale.

# hamilton house

Dept. HM-3 545 FIFTH AVENUE  
NEW YORK 17, NEW YORK

MURRAY HILL 7-6865

## OUTSTANDING VALUES

### DEVELOPING SERVICE AVAILABLE

100' 16mm B&W	\$1.25
8mm 25' double	.60

### MOVIE FILM

Size	B&W	Color
8mm 25' dbl. roll	\$1.15	\$2.25
8mm 25' dbl. mag.	1.75	3.00
16mm 100' B & W available		
in both sound or silent	2.50	5.95
16mm 50' magazine	1.90	3.50

Processing included—  
With purchase of 6 rolls B & W of any size—ONE FREE  
16mm Kodachrome, 100 ft. roll.....\$4.95  
To be sent directly to Eastman Kodak for free processing.

### 35mm COLOR FILM

Available in tungsten and daylight  
Available in ANSCO TUNGSTEN 35mm x 100'.....\$22.00  
AERO EKTACHROME—DAYLIGHT SPEED—100 ASA 20  
exp. rolls, including proc.....\$1.50 (3 for \$4.25)  
20 exp. rolls INDOOR ANSCO COLOR.....\$4.95  
AERO EKTACHROME CHEMICALS—1 1/2 gal.....\$2.95

### Bulk MOVIE FILM 8mm or 16mm

1500' (30 50' rolls) \$11.50 16mm  
50' rolls .45 8mm & 16mm 100' rolls .90 8mm & 16mm  
1350' (25' rolls) \$9.95 16mm  
400' rolls \$3.60 8mm & 16mm  
(this is a fine grain)  
PANCHROMATIC REVERSAL FILM  
Processing not included

### 35mm BLACK & WHITE BULK

ANSCO FINOPAN \$1.25 (Weston 24) Kodak  
Super X or Double X.....\$1.40

### ROLL FILM

#127, 120, 620, 116, 616  
Black & White 10 for.....\$1.95  
120 & 620 color.....75¢ a roll  
35mm 20 exp. B&W.....25¢  
35mm 36 exp. B&W.....49¢  
AERO EKTACHROME #120 and #420  
Weston 40.....3 for \$2.85  
35mm 36 exp. TRI X.....50¢ a roll.  
Minimum order 4 rolls

### SPECIAL OFFERING IN 8mm AND 16mm COLOR SUBJECTS

(CARTOONS AND FAIRY STORIES)

50 ft. 8mm.....	\$ 2.00
200 ft. 8mm.....	7.50
100 ft. 16mm.....	5.00
400 ft. 16mm.....	20.00 (silent)
400 ft. 16mm.....	25.00 (sound)

### MOVIE FILM SPECIAL

100' 8mm double.....\$1.79  
Packed on 4 Camera spools 25'  
processing not included

### PHOTOGRAPHIC CONTACT PAPER

Eastman Kodak SW Semi-matte—Contrast #4  
100 sheets per box 10 x 10.....\$2.50

### ANSCO COLOR IN BULK

16mm—4¢ per ft. ....min. order 50 ft.  
8mm—25 ft. on camera spools.....\$1.25  
100' 8mm.....\$5.00  
(Processing not included)

### CLEARANCE SALE

SOUND OR SILENT CARTOONS APPROX. 400 ft. ....\$4.95  
For Home Use Only

### 16mm SOUND FEATURES & SHORTS

CARTOONS & COMEDIES

Religious Films and Old Time Masterpieces such as  
COVERED WAGON, LOST WORLD, DANCING MOTHERS  
(with Clara Bow), Also 16mm 100' and 8mm 50'  
subjects—such as—MUTT & JEFF, WALT DISNEY, OUR  
GANG, TOM MIX, JOE E. BROWN, \$1.50 for 16mm  
100' as well as the 50' 8mm. CHARLIE CHAPLIN  
COMEDIES AVAILABLE in silent or sound—50 different  
subj. \$15.00 sound \$10.00 silent. (Write for catalog  
on features).

Include postage with all orders

### CINEPIX, INC.

Dept. M, 243 West 55 St., N. Y. 19, N. Y.

## ACCESSORIES

(Continued from page 61)

reflex camera with automatic diaphragm lens and want to use the lens at the end of a bellows or extension tube, there's a way of operating its automatic diaphragm even when the lens is not in close contact with the camera. The Closal (photo 6) is a single plunger which actuates two cable releases simultaneously. One cable release attaches to the shutter on the camera; the other release attaches to the automatic diaphragm of the lens. When you press the Closal plunger, the lens stops down automatically to any pre-selected opening just before the shutter is released.

A similar device, the Biclad, is made by the manufacturers of Alpa single-lens reflex cameras. Both the Closal and Biclad are available for use with a great variety of single-lens reflex cameras with automatic diaphragm lenses.

### Wide-angle and tele attachments

Just because your camera doesn't have an interchangeable lens mount is no reason for you to be without wide-angle or telephoto effects. All you need do is slip over your lens an auxiliary wide-angle or telephoto attachment, such as the Spiratone devices (photo 7). Other lenses of this type are made by Mansfield Industries and Kalimar Inc.

The Spiratone lenses fit your camera lens with a Series 6 filter adapter ring. Other makes are supplied to fit specific lens mounts.

In addition to the wide-angle or tele attachment, you'll need a new finder to tell you what's going to be in the picture. The Accura finder shown is adjustable for use with both attachments, has parallax correction adjustable to as close as 10 in. Other makers supply individual finders for each wide-angle or tele lens.

While you shouldn't expect the definition you'd get with full interchangeable lenses, these accessory units will perform adequately provided you use your camera lens at fairly small apertures.

### Auxiliary viewfinders

There are a good number of really excellent 35mm cameras which just have poor viewfinders that are not too bright or clear. Sometimes, the exact outline of the picture area is not defined. If this is your problem, why not try a special viewfinder which will fit in the accessory shoe of your camera and make taking pictures a lot easier? In addition to showing you the field of view for your normal lens, many frame the picture area for tele or wide-angle lenses.

In photo 8, the upper row shows adjustable optical finders made by Zeiss, Nikon, Leitz, and Accura.

(Continued on page 116)

WALL STREET CAMERA



# TRADE-IN CAMERA KING

**"A Trade  
A Minute"**

**TRADE UP  
TO CANON V**

**BRAND NEW  
LATEST 1957**

50mm F1.2  
Canon Lens

35mm F1.8  
Canon Lens

25mm F3.5  
Ultra W.A.

With  
F1.8 Canon  
Extreme  
High Speed  
Razaf  
Sharp Lens

## 58<sup>50</sup>

Plus Your  
Leica IIIF  
with F2 Summarit

\$96.50 + Your Summarit F1.5  
108.50 + Your Summarit F2  
128.50 + Your Summarit F2.8  
125.50 + Your Summarit F2

\$66.50 + Your Summarit 35mm  
88.50 + Your Elmar 35mm  
108.50 + Your Canon 35mm  
55.50 + Your Canon 28mm

\$98.50 + Your Elmar 35mm F3.5  
75.50 + Your Canon 35mm F2.8  
87.50 + Your Canon 28mm F2.8  
79.50 + Your Summarit 35mm F3.5

**Brand New LATEST AUTOMATIC  
EXAKTA VX**

Single Flash Post  
Internally Improved  
Shutter • Body  
New Exposure Counter  
• Standard Rewind

79.50 + Your Exakta V  
88.50 + Your Exakta II  
68.50 + Your Leica IIIF

All New  
FLASH  
MODEL

## 43<sup>50</sup>

PLUS your  
old Exakta VX  
(Body for Body)

\$49.50 + Your Contax IIIA  
108.50 + Your Praktiflex FX  
88.50 + Your Canon IVS2

**BRAND NEW LATEST  
CONTAX IIIA & IIA**

MX Flash Synchronized • Takes All  
Bulbs and Strobe • Standard Flash  
Post • Needs No Special Cord

69<sup>50</sup> old IIA for new IIIA  
old IIA for new IIA  
(Body for Body)

**Brand New LATEST 1957  
RETINA IIIC**

Interchangeable  
Lenses • Light Value  
System • Self Timer  
• Fully Synchronized  
• Rapid Wind • Light  
Meter.

Plus Your 35mm Rangefinder Camera in Trade

\$68.50 + Your Viteasa "L"  
98.50 + Your Viteasa MX  
79.50 + Your Contax MX

\$48.50 + Your Contax II  
97.50 + Your Argus C  
69.50 + Your Retina IIA

**BRAND NEW  
LATEST  
AIRES III**

F1.9 Ultra Speed Lens • Speeds 1/1000  
Sec. • Rapid Film Wind • MX  
Synchronization • Brilliant  
Viewfinder • Focus 20' to  
Infinity

64<sup>50</sup> Plus Your 35mm Rangefinder Camera in Trade

**BRAND NEW LATEST 1957  
KONICA III**

F2 Hexanon Lens • Rapid Film  
Transport • Speeds 1-1/500 Sec.  
• Self Timer • Luminous Viewfinder  
• MX Synchronization

79<sup>50</sup> Plus Your 35mm Rangefinder Camera in Trade

**EXCLUSIVE  
TRAVEGON WIDE ANGLE LENS**

35mm F3.5 AUTOMATIC

34<sup>50</sup> Plus Your  
35mm Angenieux

58mm F2 59<sup>50</sup> Plus Your  
Automatic Biotar

58mm F2 59<sup>50</sup> Plus Your  
Automatic Biotar

**Brand New EXPOSURE METERS**

G.E. PR2.....\$23.50  
G.E. PR1.....18.50  
Weston Master III.....13.00  
Weston Master II.....13.00  
Sextomat X3.....18.50  
Sextomat.....16.50

Plus Your Old Exposure Meter in Trade

**MORE LOW COST TRADES**

Hasselblad 1000F.....\$118.50 + Your Rollei 2.8E  
Exakta "66".....85.50 + Your Rollei 2.8E  
Leinhardt Super Technika.....219.50 + Your Pacemaker Graphic  
Leica M3.....119.50 + Your Leica IIIF

Leica IIIF (Self Timer).....49.50 + Your IIIF (Red dial)  
Leica IIIF.....49.50 + Your Leica IIIF  
Minox IIIS.....49.50 + Your Minox III  
Contax II.....128.50 + Your Leica IIIF  
Alpa T.....59.50 + Your Contax I  
Nikon S-2.....59.50 + Your Leica IIIF  
Praktina S-2.....59.50 + Your Contax IIA  
Praktina FX.....59.50 + Your Pentaxcon  
Praktina FX.....59.50 + Your Kxa  
Praktina FX.....59.50 + Your Contax  
Praktina FX.....59.50 + Your Leica IIIF  
Praktina FX.....59.50 + Your Contax IIA  
Praktina FX.....59.50 + Your Retina IIIC  
New Rolleiflex 2.8G.....59.50 + Your Rollei 2.8D  
New Rolleiflex 3.5G.....59.50 + Your Rollei LV5  
New Rolleiflex LV5.....66.00 + Your Rollei MX





# ACCURA

## THE RELIABLE BRAND OF ACCESSORIES

**QUICK PANHEAD**  
with spare plug



- No more fumbling, turning, losing valuable shots, because it takes too long to place camera on tripod head!
- Screw QUICK plug into camera's tripod socket, press button on QUICK PANHEAD; you are all set!
- To remove, press button again and just lift!
- The New Sturdy QUICK PANHEAD is beautifully chrome-plated, has 90 degree tilt and 360 degree panning action, an extra long, easy-grip handle.
- It's the ultimate in panheads—you'd expect to pay more for the special plug feature alone!

**\$4.50**

Postage extra—excess credited 25% deposit on C.O.D.'s.

**SPIRATONE INC.**

49 West 27th Street, New York 1, N. Y.

**Accura ZOOMFINDER**  
with settings 28mm to 135mm  
**\$29.95**



**Accura REFLEX HOUSING**  
for Leica, Canon  
**\$39.95**



**Accura MAGNIFOOD**  
for all twinlens cameras  
**\$2.95**



**Accura GROUNDGLASS FOCUSER**  
for 35mm cameras  
**\$4.95**



**Accura COATED FILTERS**  
for all cameras from \$1.75



**Accura TILT TOP**  
with 90° tilt, 360° rotation  
**\$1.00**



**Accura DELUXE PANHEAD**  
**\$2.95**



**Accura Focusing Extension TUBES**  
for Exakta, Leica, Praktiflex  
**\$9.95**



## ACCESSORIES

(Continued from page 114)

The Zeiss finder, intended for Contax cameras, has a separate objective lens for each focal length. The longer the focal length, the larger the image seen in finders of this type. The frame size remains the same. It shows the picture area of lenses as short as 25mm and as long as 135mm. It has parallax correction. A similar finder is made by Steinheil for a variety of cameras, including the Diash and Braun 35. It defines the fields for 35mm, 85mm, 90mm and 135mm lenses (for 50mm, use camera's finder), has parallax correction.

The Nikon finder is of the "zoom" type. As you twist a dial, the image becomes larger or smaller indicating the proper field of view of lenses from 35mm to 135mm focal length. A dial at the back of the finder adjusts for parallax.

Other "zoom" type finders are made by Tewe and Accura. The Leitz Imarect finder indicates the proper field of view for lenses of 35mm to 135mm focal length by changing the mask size. The image itself doesn't change in size. A lever at the back of the finder tilts it up or down to correct parallax at various working distances. A similar finder is made by Canon.

The Accura finder also masks the field of view for lenses ranging from 35 to 135mm. This finder has parallax correction for working distances as close as 10 in. It is made for the Leica and a variety of other 35mm cameras.

In the lower row (photo 7) the left finder is the Novoflex Direct Optical Finder for single-lens reflex cameras such as the Exakta and Praktica cameras. This is available in two models for each camera. One shows the fields of view for 50, 58, and 105mm lenses; the other for 50, 58, and 135mm lenses. All models are secured to the camera by the tripod socket.

In the center of the bottom row is the Leitz Optical-Brilliant Viewfinder which shows the subject outlined by a brilliant white line. More than the actual field area is visible, letting you see the subject entering and leaving the picture area—a valuable feature when shooting fast action. A dotted parallax compensating line is also visible in the finder. Similar finders are made by Canon, Steinheil and Konica.

At the far right on the bottom row (photo 7) is the Canon Frame Finder. Finders of this type are also very valuable when shooting fast action. The subject appears in natural size and can be seen entering and leaving the field of view. There is no glass to get dirty or scratched. It won't fog up in cold or poor weather. The Canon Frame Finder accommodates lenses from 50 to 135mm, has provision for parallax compensation.

(Continued on page 120)

<b>35mm ANSCO COLOR</b> 28 ft. Daylight or Tungsten <b>4.95</b> 45¢ post & ins. 50 ft. 7.50 100 ft. 13.50	<b>8x10 Kodak Super XX</b> DuPont Ansochrom <b>ORIGINAL PACKING</b> 50 <b>6.00</b> 55¢ post & ins.	<b>120 &amp; 620 AERO EKTACHROME</b> Daylight or Tungsten ASA 12—Reprocessed 8 rolls <b>5.25</b> 25¢ post & ins.	<b>16mm MOVIE FILM</b> Following with Free Processing 16mm x 100' KODACHROME Daylight or Tungsten Each 7.25 16mm x 100' ANSCO HYPER 3 for 8.25 16mm x 100' SUPER XX 2 for 5.90 15¢ ea. roll post
<b>35mm ANSCO COLOR</b> 20 EXPOSURE CARTRIDGES Daylight or Tungsten Each <b>89¢</b> M.A. minimum order 5 for 4.45 45¢ post & ins.	<b>BULK FILM COMBO</b> 100 ft. of film with BRAND NEW Daylight Loader Reg. 12.95 <b>5.95</b> 65¢ post & ins.	<b>120 &amp; 620 ROLL FILM</b> SUPER XX INFRARED Reprocessed 20 rolls <b>4.59</b> 55¢ post & ins.	<b>16mm magazine</b> Super XX Plus X Minimum order 3 for 7.35 Free Processing <b>2.50</b> POLICY: Film returned and guaranteed. Minimum order \$5.00. No C.O.D.'s. Mail \$2.00 C.O.D. with 25%

**AIR PHOTO SUPPLY** Dept AF 555 E. Tremont Ave., New York 57, N. Y.

<b>8mm KODACHROME</b> FACTORY FRESH 1 YR. EXP. DATE PROCESSING INCLUDED IN PRICE 25 ft. DOUBLE 3 ROLLS \$3.95 10 for 25.50	<b>35mm BULK ANSCOCHROME</b> <b>LOAD YOUR OWN!</b> For only \$8.95 we give you • 25mm Daylight Bulk Film Loader • 20 ft. 1007 Ansochrom (notched and numbered) • 8 Cartridges and Mating Caps See Quick Reference So Economize	<b>16mm KODACHROME</b> 100 ft. FACTORY FRESH 1 YEAR EXPIRATION DATE PROCESSING INCLUDED IN PRICE 1 ROLL 7.95 • 3 FOR 22.75 6 FOR 44.99
<b>35mm KODAK TRI-X PANATOMIC X</b> 20 Exp. • 36 Exp. 6 ROLLS \$1.89 4 ROLLS \$1.99 10 for \$2.85 7 for \$3.15	<b>KODACHROME</b> FACTORY FRESH 1 YR. EXP. DATE PROCESSING NOT INCLUDED IN PRICE 35mm—20 EXP. 4 ROLLS \$ 5.39 10 FOR 11.99 8mm—25 FT. DOUBLE 4 ROLLS \$ 6.97 10 FOR 14.69 35mm—36 EXP. 4 ROLLS \$ 6.95 10 FOR 16.49 16mm—100 FT. 3 ROLLS \$13.95 10 FOR 44.89	<b>35mm EKTACHROME ANSCOCHROME</b> 20 EXP. • 36 EXP. 3 For \$3.80 3 For \$3.85 6 For 7.70 6 For 11.40 10 For 12.40 10 For 18.40
<b>35mm KODACHROME</b> FACTORY FRESH 1 YR. EXP. DATE PROCESSING INCLUDED IN PRICE 20 Exp. • 36 Exp. 2 ROLLS \$1.49 3 ROLLS \$1.95 10 for 22.99 10 for 32.95	<b>35mm BULK EKTACHROME</b> 25¢ DISC PRICE 28 ft. + 8 CARTS \$10.95 50 ft. + 16 CARTS 19.95 100 ft. + 35 CARTS 35.95	<b>MAKES ANY 16mm BULK FILM POSTAGE AND HANDLING</b> • RELOADS

**WESTERN PHOTO** 433 FOX ST. COLE BL. HOLLYWOOD 46, CALIFORNIA

Save \$34.51 Used, Excellent!  
**ARGUS C-3**  
**35mm OUTFIT**  
Camera • Case • Flashgun  
With F3.5 Ctd. Lens

**34<sup>95</sup>**  
List \$69.50!  
• Built-in Flash Synchronization  
• Coupled Rangefinder • Shutter Speeds 1/10 to 1/2000 Seconds

Save \$100.33! Used, Excellent!  
**DeJUR 8mm**  
**Movie Outfit**  
Spectator With 3-lensest

**89<sup>95</sup>**  
List \$190.30!  
• F1.9 Normal  
• F3.5 Tele  
• F2.5 Wide Angle

SAVE \$44.51 BRAND NEW!  
**PENTRON CT-1**  
**Tape Recorder**  
2-Speed Model with Microphone, Case, Reels, Tapes

**64<sup>95</sup>**  
List \$108.50!  
• Dual-Track Operation  
Brand New Pentron T-4  
Hi-Fi Model List \$189.50 \$9.50

SAVE \$25.96! BRAND NEW!  
**FAMOUS-MAKE**  
**Electronic Flash**  
Complete with Bracket, Cord

**12<sup>95</sup>**  
List \$38.91!  
• AC-Adapts to Battery • Auto-Exposure • G.E. Flash • 1/250 to 1/1000 Sec. Flash • All-Metal

Save \$53.80! Used, Excellent!  
**POLAROID**  
**'95' CAMERA**  
With Built-in Flash Synch. and Coated Lens!

**35<sup>95</sup>**  
List \$89.75!  
• Single-Dial Lens and Shutter Setting • Uses New Low Cost Film • Optical View

Save \$56.60! Used, Excellent!  
**ROLLEICORD V**  
**Twin-Lens Reflex**  
With F3.5 Coated Xenon and MX-Flash Synch!

**67<sup>95</sup>**  
List \$124.85!  
• Shutter Speeds to 1/500 • Built-in Self-Timer • Auto. Film Transport

SAVE \$29.05! BRAND NEW!  
**TESTRITE '711'**  
**35mm to 2 1/4 x 3 1/4" Enlarger**  
Very Latest Model Complete With 2 1/2" f4.3 Coated Lens!

**29<sup>95</sup>**  
List \$58.00!  
• Adjustable Copy Arm • Horizontal Projection • Built-in Red Filter • Cool Lampouse • 75 W. Lamp

# PEERLESS CAMERA

AMERICA'S GREATEST PHOTOGRAPHIC STORE!

**ONLY 10% DOWN BUYS EVERYTHING PEERLESS OFFERS AT NO INCREASE IN PRICE!**

**PEERLESS SUPER BUYS!** EVERY ITEM GUARANTEED ONE FULL YEAR—ONLY A PARTIAL LIST OF GREAT BUYS IF YOU DON'T SEE IT—WRITE—WE HAVE IT!

FAMOUS 35mm CAMERAS			8mm MOVIE PROJECTORS		
	New	Used		New	Used
35mm Minolta 'A' f3.5	\$49.50	\$27.50	Revere P850 500-Watts. With Case	\$174.50	\$43.95
Zeiss Contaflex f1.8 12.6"	149.50	86.95	Keystone K100M 500 W. With Case	99.50	53.95
Konica IIA f2.7	119.50	79.95	Revere 777 750-Watts. With Case	127.50	75.95
Leica IIIc f2 Summarit	298.00	147.95	B&H Monterey 500 W. With Case	79.95	43.95
Kodak Retina IIIC f2 Xenon	190.00	108.95			
Kodak Signet f3.5" RF	75.00	34.95			
2 1/2 x 2 1/2" REFLEX CAMERAS			16mm MOVIE PROJECTORS		
	New	Used		New	Used
Kaloflex K2 f3.5" MX Flash	\$119.50	\$69.95	B&H Model 179 Sound Silent 1000-W	\$179.50	\$259.50
Minolta Autocord f1.8 12.5"	119.50	69.50	RCA Senior Sound Silent 1000-W	560.00	259.50
Auto Reflex f3.5 Tessar	259.50	109.95	Bell & Howell 173B 750-W. W/Case	799.95	143.95
Minolta Autocord f3.5" MXV	99.50	52.50	Keystone K161 750-W. Case. Editor	169.50	69.95
8mm MOVIE CAMERAS			SLIDE PROJECTORS		
	New	Used		New	Used
Keystone K25 Capri 12.5"	\$49.95	\$28.95	B&H Robomatic Auto 500W. Case	\$149.50	\$89.50
Revere 99 3 Lens Turret 12.8"	89.50	53.95	Laballe 55 Auto 500-Watt Lamp	84.95	55.95
Kodak Brownie 12.7"	29.95	18.95	TDC Mainliner 300-Watt Lamp	59.50	26.95

Only 10% Down • EASY TERMS! Highest TRADE-IN ALLOWANCE

NEW LOW PRICE! EXCLUSIVE! SAVE \$152.55! BRAND NEW!  
**HEXACON '35' REFLEX**  
German-Imported 35mm Single-Lens Reflex Camera With German-Imported f2.8 Ctd. Pre-Set Lens

**76<sup>95</sup>**  
List \$229.00!  
• Synch. for Flash & Strobe • Shutter Speeds to 1/1000 • Self-Timer • Inter-changeable Lenses  
Brand New Hexacon Reflex With:  
f1.8 Ctd. Pre-Set Meyer. Usually \$299.75 \$1.80  
f2.8 Ctd. Pre-Set Tessar. Usually \$299.75 \$1.80  
f2 Ctd. Pre-Set C.Z. Jena. Usually \$359.00 \$1.80

SPECIAL! YOU SAVE \$33.80! BRAND NEW!  
**KODAK COUPLED RANGEFINDER CAMERA**  
'BANTAM' RF WITH f3.9 COATED EKTANON LENS!

**25<sup>95</sup>**  
List \$59.75!  
Shipped to Only—  
• Built-in Coupled Rangefinder-Viewfinder  
• Built-in Flash Synchronization • Speeds to 1/2000 Second • Double Exposure Prevention Device

NEW LOW PRICE! SAVE \$62.55! BRAND NEW!  
**KIN-DAR STEREO Camera**  
WITH BUILT-IN COUPLED RANGEFINDER AND MATCHED f3.5 COATED LENSES!

**36<sup>95</sup>**  
List \$99.50!  
Value Price—  
Shipped to Only—  
• Built-in Synchronization for Standard and Electronic Flash • Fold-Away Rapid Rewind  
Crank • Automatic Shutter Cocking • All-Aluminum Body • Double Exposure Prevention

SAVE \$16.00! BRAND NEW!  
**TELEPHOTO Coated Lenses**  
For Use on Praktica, Rival, Hexacon, Contax 'D', Pentacore & Others!

**16<sup>95</sup>**  
List \$32.95!  
ONLY—  
• ASA Calibrated • For Color, Black & White, Stills & Movies • Discontinued  
Brand New Weston Master II. List \$33.50 \$8.75  
Brand New Norwood M-3. List \$16.00 \$5.95

EXCLUSIVE! SAVE \$59.53! BRAND NEW!  
**PEERTONE HI-FI Tape Recorder**  
Complete With Microphone, Deluxe Case and Roll of Pre-Recorded Tapes

**79<sup>95</sup>**  
List \$139.50!  
• Two-Speed, Dual-Track Operation • 2 Hi-Fi Speakers • Input & Output Jacks

EXCLUSIVE! SAVE \$114.53! BRAND NEW!  
**Latest RIVAL '35' Single-Lens Reflex**  
35mm German-Import with German-Imported f2.8 Ctd. Pre-Set Lens!

**44<sup>95</sup>**  
List \$159.50!  
• Synch. for Flash & Strobe • Shutter Speeds to 1/500  
Brand New Rival Reflex With:  
f1.8 Coated Pre-Set Meyer. Value \$168.50 \$4.85  
f2 Coated Pre-Set C.Z. Jena. Value \$230.00 \$4.85

EXCLUSIVE! SAVE \$49.53! BRAND NEW!  
**Peerflekta II Reflex**  
German-Import with f3.5 Coated Lens!

**19<sup>95</sup>**  
List \$99.50!  
• Built-in Flash Synchronization • Shutter Speeds • Double Exposure Prevention • All-Metal  
A \$89.50 VALUE! NEW ONLY—  
• A Set of Anaco Fourflekta Purchase!

SPECIAL! SAVE \$100.33! BRAND NEW!  
**Kodak Chevron 620**  
Precision Camera with f3.5 Coated Shutter Lens and Coupled Rangefinder!

**97<sup>95</sup>**  
List \$198.50!  
• Synchronized for Flash & Strobe • Speeds to 1/2000 • Eye-Level Viewfinder • Automatic Exposure Counter • Double Exposure Prevention

SPECIAL! SAVE \$70.00! BRAND NEW!  
**AMPRO 'FUTURIST' Movie Projector**  
8mm Model With Case!

**89<sup>95</sup>**  
List \$159.50!  
• 750-Watt Lamp • Blower Cooling • Forward, Reverse and Still • 3" Coated Lens

SPECIAL! SAVE \$145.50! BRAND NEW!  
**4x5 GRAPHIC PRESS OUTFIT**  
Pacemaker Crown Camera with 135mm f4.7 Coated Rapier Lens!

**146<sup>95</sup>**  
List \$292.48!  
• Rapier Synchronized Shutter • Kalart RF-Installed • Speeds to 1/400 • Graphic Back • Optical Viewfinder • Discontinued

Peerless' All New, 1957 92-PAGE CATALOG!

Just off the Press! Bigger and Better Than Ever! Complete, Illustrated with Full Descriptions! You'll find the Greatest Array of: Domestic and Imported Makes and Models • Thousands of Varied Photographic Accessories • Current News and Used Prices • Peerless Enlargers & Special Purchases • Plus Tape Recorders, Binoculars, Audio Visual Equipment • Gift Ideas!  
ORDER YOURS TODAY! ONLY ONE PER COPY! 25¢ BACK ON YOUR 1st PURCHASE!

**PEERLESS CAMERA STORES**  
415 Lexington Avenue  
New York 17, N.Y.  
Dept. M-3

☐ I WANT TO BUY  
☐ I WANT TO TRADE  
☐ Send New Giant CATALOG.  
Enclosed find 10¢

Cash ☐ M.O. ☐ C.O.D. ☐  
☐ Time Payment. 10% Down Enclosed.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY/TOWN \_\_\_\_\_ STATE \_\_\_\_\_

**MONEY BACK GUARANTEE!** All Items Offered Subject to Prior Sale! The Supply of Some Items is Limited. When Orders are Filled in Sequence, Rush Your Mail Order In Today! Worthy Substitutions May be Made, Unless We Are Advised in the Contract! 10 Days From Trial. 1 Full Year of Service! Add Estimated Shipping Costs! We'll Refund Every Cent Not Used! If you prefer C.O.D. Send 10% Deposit.

**PEERLESS CAMERA** 415 LEXINGTON AVENUE at 43rd St., N.Y. 17, N.Y. Murray Hill 7-1000



# UNITED SLASHES PRICES

## INVENTORY Clearance

SAVE up to 75% OFF ORIG. LIST

### ENLARGER SALE!

New 1957 Models  
Greatest Values in  
Enlarger History!

#### FOTOLARGER

- \* For all negs from 35mm to 2 1/4x3 1/4
- \* Exclusive distortion control
- \* Cool aluminum lamphouse
- \* Rotating glassless neg. carrier
- \* 360° Tilt for horizontal projection & distortion control
- \* 2" forward extension for extreme cropping

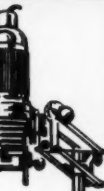
#### MODEL "E" DIFFUSION

	List	SALE
Without Lens.....	\$34.05	\$24.45
w/90mm f6.3.....	45.45	31.95
w/90mm f4.5.....	54.05	38.45
w/51mm f4.5.....	51.05	36.45

Accessories for Above Fotolargers  
4 1/2" Dble Condensers, 2 1/4x3 1/4.....\$6.39  
3 1/2" Dble Condensers for 35mm film.....3.89  
3 1/2" Dble Condenser, 2 1/4x3 1/4.....4.49  
Comp Back (Converts enlarger for copying).....7.19  
Neg. carriers 2 1/4x3 1/4, 2 1/4x3 1/4 or 35mm.....Each 2.95

#### Deluxe FOTOLARGER JR. Model #2

- \* For all negs. from 35 mm to 2 1/4x3 1/4
- \* w/neg. carrier
- \* w/90mm f6.3 lens
- \* Diffusion Model
- \* 13x16 Base Board—Red Filter



### CAMERA SALE

Used—Like New—Demonstrators

35mm CAMERAS	NEW	SALE
\$190.00 Kodak Retina IIIC—New	\$122.50	
298.00 Contax IIa, ctd Sonnar f2. Rangefinder—used	184.50	
320.95 Rohde Royal "35"—L.N.	248.00	
69.50 Argus C5, f3.5 Cintar lens w/flashgun and case—L.N.	34.50	
99.50 Argus C4, f2.8 Cintar w/case and flashgun—L.N.	69.50	
117.00 Argus C-44, f2.8 Cintar w/case and flashgun—L.N.	82.50	
49.50 Minolta "A" Auto, ctd f3.5 Praktina FX, f2. C.Z. Jena Auto. Biotar lens—used	33.50	
89.50 Graphic 35, f2.5 complete with case and flash—L.N.	186.00	
79.50 Bolsey Jubilee, ctd f2.8 Yashinell, case & flash—	62.95	
29.95 Kodak Signet 40, f3.5, flash—	54.50	
39.95 Edixa B, f2.8, flash—	65.00	
49.95 Edixa C, Schneider Iscomar f2.8	19.95	
59.95 Edixa D, Anastigmat f2.8	34.50	
259.50 Vestacoon, Auto Westar f2.8	39.95	
Canon IV—f2, ctd f1.8	141.00	
Servar lens—used	169.00	
Canon V, 1957 model, f1.2	269.00	
159.50 Voigtlander Vitessa "L"	79.50	
165.00 Ikon MX, Auto, f2.8—used	96.50	
Westar lens—used	249.00	
192.00 Zeiss Ikon, f2.8 Auto Zeiss Contaflex II, Auto preset f2.8 Tensar	122.00	
364.50 Nikon F, f1.4 Nikkor FL Praktina FX2, With either f2.8 C.Z. Tensar or f1.9 H.M. Primpolam lens—L.N.	259.00	
99.50 Aires, f1.9 amber-coated Coral Anastigmat—L.N.	109.00	
	74.50	

#### REFLEX CAMERAS

NEW	SALE
\$ 30.90 Super-Riochflex f3.5 w/case.....	25.95
60.00 Soligor 1-f3.5, FX flash synch.....	29.50
75.00 Soligor f3.5, f3.5 body focusing.....	39.50
123.00 Semi-Automatic.....	49.50
119.50 Kallioflex f3.5, Contax f2.8, f3.5.....	83.95
Graxef 22, f3.5.....	44.95
99.50 Minolta Autocord, Auto f3.5.....	69.50
124.50 Minolta Auto, f3.5.....	87.50
29.95 Yashica LM-Built-in exp. f3.5.....	24.50
46.50 Yashica "C" ctd f3.5.....	34.95
59.95 Yashica LM-Built-in exp. meter.....	45.00
Automatic.....	51.25
109.40 RolleiReflex f3.5 C.Z. Automatic.....	134.50
184.40 RolleiReflex V-Xenar, f2.8 lens—used.....	119.00
264.15 RolleiReflex 3.8D, Schneider Xenotar f2.8 lens—used.....	149.50

#### STEREO CAMERAS

NEW	SALE
174.50 Revere Stereo "33" L.N. ctd.....	\$114.00
129.00 Stereo Rokist, f3.5 ctd.....	84.50
64.50 Stereo Graphic, case, flash f3.5 synch.....	44.50
125.00 Iloca Stereo II, ctd f3.5, synch.....	39.50
Wollensak "10" f2.7 synch.....	129.00
84.50 Kodak Stereo, X.M.F. synch.....	99.50
59.95 Edixa Stereo Ia, f3.5 synch.....	39.95
79.95 Edixa Stereo Iia, ctd.....	53.50
99.95 Edixa Stereo Iiia, f3.5 synch.....	67.50
129.50 TDC Stereo Vivid, f3.5 synch.....	84.50
69.50 TDC Stereo Colorist, synch, f3.5.....	47.50

#### 8mm MOVIE CAMERAS

NEW	SALE
\$119.50 Keystone Olympic K-38, f1.9.....	\$84.00
56.90 Keystone K-25, f2.5 L.N. ctd.....	42.50
84.95 Keystone K-42, f2.5 L.N. ctd.....	67.00
104.50 Revere C-40, Wollensak f2.5 ctd.....	69.50
129.50 Revere C-41, f1.9 in foc. mt.....	84.50
122.50 Revere C-84 Turret, f2.5.....	79.50
147.50 Revere C-89, Turret f2.0 foc. mt.....	99.50
153.50 Revere B-83, Turret Mag, f2.5.....	94.95
177.50 Revere B-84, Turret Mag, f1.9 in focusing mount.....	119.50
139.50 Revere C-44, Mag. Turret, f2.5.....	89.50
164.50 Revere C-45, Mag. Turret, f1.9.....	104.00
79.50 Kodak Brownie Turret, f1.9.....	58.00
144.50 Cine Kodak Medalion, f1.9.....	98.00
84.95 DeJur Eldorado f2.5 L.N. ctd.....	38.95
109.50 Tensar f2.5 Turret, 3 lenses f1.9, f2.5 Tele f1.9 W.A. ctd.....	139.00
59.95 Bell & Howell Monterey, f1.9.....	42.50
89.95 Companion, f2.3.....	67.50

### ATTENTION 8mm CAMERA OWNERS!

IMPORTED... FIRST QUALITY UNICAM MOVIE LENS

Unconditionally Guaranteed



- \* All coated Optics
- \* Click Stops
- \* Color Corrected
- \* D Mount for all cameras except B&H.

B&H Mount for all B&H cameras except Tri-lens model.

Tri-lens adapter accepts D Mount Lens plus Tri-lens adapter \$2.00 extra.

WIDE ANGLE 85mm f1.9 Fixed Focus SALE \$2595

TELEPHOTO 11 1/4" f1.9 SALE \$2295

BUY A SET AND SAVE ADDITIONAL \$5.00 Complete Set Reg. List \$83.90

SALE SPECIAL \$43.90 post. paid

### UNITED'S BUY OF THE MONTH

LATEST MODELS... Like New

#### Complete 3 Piece 8mm KEYSTONE MOVIE OUTFIT

SAVE \$50.50

The CAPRI K-25 Roll Film Camera w/speedy f2.5 lens  
K-75 MAGNASCOP 500 watt Projector w/self contained case.  
UNICAM SCREEN Brand New 30x40 "High Reflect" Beaded Tripod... Sets up in seconds.

"Guaranteed for 1 full year" SPECIALLY \$99.50 PRICED

#### 8mm MOVIE PROJECTORS

NEW	SALE
\$149.50 Keystone K105-750 watt, f1.6.....	L.N. \$110.00
99.50 Keystone K10-Selectomatic.....	69.50
Keystone "105".....	L.N. 79.50
150.50 Keystone Regal 750 watt, f1.6.....	112.00
62.00 Kodak Brownie, f1.6.....	44.50
115.00 Kodak Showtime DeJur "500".....	79.50
DeJur "750".....	92.50
750 watt/case.....	L.N. 109.00
DeJur "1000".....	L.N. 119.50
1000 watt w/case.....	L.N. 119.50
79.95 B&H Regent, 500 watt, f1.6.....	58.00
179.95 B&H Regent, 500 watt, f1.6 snap on case.....	L.N. 124.50

#### 16mm SOUND & SILENT CAMERAS & PROJECTORS

NEW	SALE
\$179.50 Kodak Royal, ctd f1.9 new	\$129.50
289.95 B&H Auto Master 3 lens Turret f1.9.....	L.N. 219.00
182.50 Revere P-45, 750 watt, 2" f1.6 ctd lens slip over case.....	L.N. 109.50
325.00 Revere SP16-750 watt, 2" f1.6 ctd lens, speaker serves as carrying case.....	179.00
464.95 B&H Filmosound 385-1000 watt, built-in 8" speaker.....	L.N. 339.00
719.00 B&H Filmosound 302 Magnetic Recording Proj. 1000 watt, Micro & Phono input.....	L.N. 529.00

Send For Free Copy of Our Catalog of Bargains! All Prices F.O.B. New York City

### PORTABLE SLIDE FILE CASES

FOR TRAY AND MAGAZINE TDC-KODAK ARGUS REVERE AIRQUIPT



Made of #1 Kilt Dry 5/16" Lumber. Finished in Two-Tone Leatherette. WARP-PROOF.  
REG. SALE  
MODEL 12—Holds 12 Trays... 8.75 \$6.59  
MODEL 24—Holds 24 Trays... 11.05 8.95  
SPECIAL SALE ON MAGAZINES & TRAYS Per 6  
TDC Style Trays.....\$ 1.49 \$ 2.70  
Revere Style Trays.....2.08 3.75  
Airquipt... Magazines... 4.49 8.70



\$13.95 VALUE For Only \$7.45

Famous Make 2x2 SLIDE VIEWER

Viewer Lists for \$9.95. You get this \$3.95 SLIDE FILE CARRYING CASE—FREE! Enlarges color slides 9 times. Case holds 100 Slides and Viewer. UNBREAKABLE.

#### Pocket VIEWERS Table

	"D" batteries Complete.....	\$ 7.95
34.50	C.O.C. Portable Automatic 2 1/2 x 3 1/4 New Improved Projection Viewer, f3.5 lens, built-in 6x6 screen, loader for 36 slides, steel case.....	23.80
3.95	GUILD 3D Plastic Viewer for Stereo Realist Size slides.....	1.95
3.50	CHROMAT-O-SCOPE 35mm Viewer.....	1.95
3.80	CORTLAND "06" Battery Lighted "Diffused indirect light".....	1.98
	MICO TELE-VUE, Wide Angle, Built-in electri- cal outlet, on-off switch, 100 volt.....	5.95
	MICO POCKET-VUE-Folds Flat.....	2.95
	Mico battery attachment for the Pocket-Vue.....	1.95

#### SLIDE ACCESSORIES

REDUCTION TO 33 1/3% MINIMUM ORDER \$5.00

REG.	SALE PRICE
8.95 Brumberger (120) 2x2 Metal Binders.....	6.39
8.25 Rollei (100) 2x2 Metal Binders.....	6.19
8.95 Magna Double Lock 2 1/4" Sq. Metal Binder Box of 2.....	4.79
8.50 Emde #202 Box 100 Aluminum Frames, Emde 2x2 Ready Mount.....	6.39
14.50 Emde #100EK 100 mounts w/glass for Kodak Stereo.....	10.95
2.95 Rollei Reflex Binders (50).....	8.25
2.95 United All Metal 2x2 File.....	1.79
3.95 Brumberger 2 1/4" Sq. File.....	2.95
3.40 United 2x2 Compartment File Box, Group Filing.....	1.95
6.00 Emde Stereomask w/minum Masks & Mask Frames Box 100.....	4.49
7.00 Emde 2x2 35mm D.F. Aluminum Foil Mask & Ultra Thin Glass for Airquipt.....	5.39
8.00 Emde 2x2 Aluminum Frames & 35mm D.F. Foil Mask w/Glass Box of 100, (200 Glass).....	5.89
6.95 Emde Reflex Aluminum Frames, Foil Masks Box 50 Plus 100 Glass.....	5.29
3.94 Kodaslide Compartment File for 240 cardboard or 96 glass slides, \$2.95 each, 2 for \$ 5.59.....	
1.95 Kodaslide Ready-File, Holds 200 cardboard or 86 glass 2x2 slides.....	1.59 each 2 for \$ 2.95

## UNITED CAMERA EXCHANGE

1140 Ave. of Americas (Cor. 44th St) MU 2-8574  
265 Madison Ave. (Corner 39th Street) LE 2-6822

MAIL ORDER HEADQUARTERS  
83 CHAMBERS STREET, NEW YORK 7, N. Y.

# BROOKS CAMERAS

The House of Famous Brand Names

BUDGET TERMS  
as low as 10% down

## Highlights from our USED CAMERA DEPARTMENT

### ROLLEI AUTOMATIC

Like new  
with Xenar f/3.5 lens, MX sync. \$119.00  
Same with f/3.5 Tessar MX lens. 129.00

**CONTESSA, W/Exposure Meter**  
with f/2.8 Tessar, flash sync. 69.00\*

**PACEMAKER CROWN GRAPHIC**  
2 1/2 x 3 1/4 with f/4.5 lens, rangefinder,  
flashgun. \$139.95

**PACEMAKER SPEED GRAPHIC**  
4x5 with f/4.7 lens, rangefinder and  
flashgun. \$149.00

**CONTAX II-A**  
X sync. w/f/2.8 Sonnar. \$139.50

## NEW SPECIALS

### DISCONTINUED MODELS

#### NEW ROLLEICORD IV



with f. 3.5  
lens, MX  
sync.  
\$89.50  
case  
12.00

#### NEW CONTAX D



Contax D w/f/2.8 preset  
Tessar. \$98.95  
Contax D w/f/2.8 preset  
Zeiss Biotar. 124.95  
Everyday case. 12.00



**NEW EXAKTA VX**  
1956 Model  
With f/2.8  
Preset Tessar  
\$169.00  
With f/2 Auto Biotar  
\$259.50



**NEW ROBOT STAR**  
With Schneider Xenon  
f/1.9 coated lens. Reg.  
\$259.50. Sale. \$99.50



**NEW ZEISS PRISM CENTER  
FOCUS BINOCULARS**  
6x30 reg. \$110.00. Now  
only. \$73.00\*  
8x30 reg. \$135.00. Now  
only. \$90.00\*  
7x50 reg. \$185.00. Now  
only. \$123.00\*  
\*Plus 10% federal excise  
tax



**BOLSEY B-2  
THREESOME**  
With case and flash. Reg.  
\$66.50. Now. \$39.95



## TRADE UP TO A LEICA M3

Yours for a Leica IIIf with  
self-timer and \$119.50.

Leica M3 with Summicron f/1.5	\$477.00
Leica M3 with Summicron f/2 lens	447.00
Leica M3 with dual range 50mm Summicron f/2 and optical viewing	\$486.00
Leica M3 with f/3.5 Elmar lens	354.00
Leica M3 body	218.00
Leica IIIf body, built-in flash	70.80
Leica IIIf body, built-in flash	120.00
Leica IIIf body, built-in flash and timer	180.00
Leica IIIf with f/3.5 Elmar	178.50
Leica IIIf with f/2.8 Summicron	336.00
M-3 Standard	\$105.00
28mm Summicron f/5.6	102.00
25mm Summicron f/3.5	\$105.00
28mm Summicron f/2.8	125.00
25mm Elmar, old f/3.5	86.00
50mm Summicron f/1.5	185.00
50mm Summicron f/2	155.00
50mm Summicron f/2.8	156.00
Dual Range 50mm Summicron f/2 with optical viewing unit	198.00
85mm Summicron f/1.8 Chrome	360.00
50mm Elmar f/4. Chrome	99.00
50mm Elmar f/4. Collapsible	96.00
125mm Hektor f/2.5	147.00
135mm Hektor, Chrome f/4.5	141.00
135mm Hektor, chrome, mid.	121.50



### CANON V

- 1 & 8 Single Eye-level finder mag., mirrors rangefinder and viewfinder images
- Rapid winding tripper mechanism
- Built-in sync. for F. M. and focal plane lamps
- 36 exposures 1 x 3 1/4 inches
- With Canon 50mm coated f. 1.8 lens
- Camera with f/1.2 lens. \$450.00
- Flash unit, Model V. \$36.00
- 25mm f. 3.5 wide angle lens \$179.00
- 35mm f. 1.8 lens. 150.00
- 50mm f. 1.2 lens. 250.00
- 65mm f. 1.5 lens. 238.00
- 135mm f. 3.5 lens. 190.00



### NEW ARRIFLEX 16

The only 16mm camera providing through-the-lens focusing and viewing during exposure, electric motor drive. Matte box, cables... \$1725.00  
11.5 Xenon W/A, f/1.9. 280.00  
16mm Xenon f/1.9 lens. 170.00  
25mm Xenon f/1.5 lens. 170.00  
50mm Xenon f/2 lens. 175.00  
75mm Xenon f/2 lens. 200.00  
Zoomar 1" to 3" f/2.8. \$79.00  
Battery. 45.00  
400' mag. 140.00  
Arriflex 35mm Basic Camera \$1725.00



### NIKON S2

Life-size rangefinder-viewfinder, rapid film transport and rewind, synchro. selector, 1 sec. to 1/1000 sec. with f/2 lens. \$299.50  
With f/1.8 lens. 345.00  
NEW NIKON LENSES  
Nikon Nikkor f/1.8 wide angle \$179.50  
50mm Nikkor f/1.1 \$299.50  
Nikon Nikkor f/2 \$175.00

TRADE UP! A NIKON S2 for your Nikon S and \$109.50



### SWEDISH HASSELBLAD 1000F

2 1/4" x 2 1/4" single lens Reflex Camera, interchangeable roll film magazines, automatic shutter setting, 1/1000. Extar 1/2.8 or 50mm Zeiss Tessar f/2.8. \$1175.00  
New extreme wide angle Hasselblad w/35mm Biogon f/4.5. \$600.00  
Finder. 40.00  
Hasselblad Bellows for close-up. \$115.00  
LENSES:  
135mm Zeiss Sonnar lens f/3.5 \$279.00  
250mm Sonnar f/5.6. 290.00  
Zeiss W.A. Distagon f/2.8 with case \$180.00  
50mm Macro Kilar f/2.8 lens 8" to inf. \$350.00  
150mm f/3.5 Kilar lens. 734.50  
300mm f/5.6 Kilar lens. 184.50

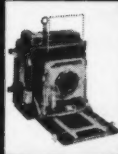
### 1957 ROLLEIFLEX AND ROLLEICORD



### Latest Rolleiflex

Rolleiflex 2.8E with exp. mat. Zeiss Jena or Schneider Xenotar f. 2.8. \$349.50  
Rolleiflex 3.5E Zeiss Planar f. 3.5 lens. \$289.50  
Rolleiflex 3.5E Zeiss Planar f. 3.5 lens. \$249.50

NEW LOW PRICE!  
Rolleicord V, Rangef. 3.5 lens, full sync. light valve, without case. \$124.95



### 1957 PACEMAKER GRAPHIC OUTFITS

All brand new, latest models, with factory guarantee includes: Gra. lock back • Extalite screen • new Graphic coupled rangefinder with Rangefinder and automatic parallax viewfinder • new full image wire finder • Graflite 3 cell flash gun • Film pack, adapter or Roll Film holder • Deluxe case • 6 cut film holders • adapter ring • sun shade. Prices below include all this extra equipment! Easy payments available.

Size	Coated Lens in Shutter	Speed	Graphic	Crown
127mm	Extar f/4.7	\$368.00	\$319.00	
135mm	Schneider Xenar f/4.7	\$299.00	\$279.00	
135mm	Schneider Xenar f/3.8	\$348.00	\$299.00	
135mm	Optar f/4.7	\$368.00	\$319.00	
4 x 5	135mm Tessar f/4.5	\$348.00	\$299.00	
	150mm Schneider Xenar f/4.5	\$348.00	\$299.00	
	150mm Tessar f/4.5	\$348.00	\$299.00	
	150mm Tessar f/3.8	\$399.00	\$379.00	
	150mm Schneider Xenotar f/2.8	\$499.00	\$459.00	
	152mm Extar f/4.5	\$386.00	\$337.00	

### Savings on Accessories

Unico film holders 2	2 1/4 x 3 1/4	reg. \$ 4.15 \$ 2.89	4 x 5	reg. \$ 4.15 \$ 2.99
Graphic film holder	reg. 17.95 14.38		reg. 24.95 19.96	
Roll film holder	2 1/4 x 3 1/4	reg. 21.50 17.20	reg. 23.95 19.16	
Roll film holder	2 1/4 x 2 1/4	reg. 21.50 17.20	reg. 23.95 19.16	



### BOLEX H-16 LEADER

Precision triple turret camera, 100 capacity. Variable speeds. Turret for three lenses. Parallax corrected down to 18". Critical groundglass focusing from above camera. W. Pan Cinor 70 lens. Zooms from 17 1/2 to 70mm. f. 2.4 lens. Includes camera. \$637.50

Bolex Pan Cinor 100 f. 1.4 lens	
Includes case	\$499.50
Bolex H-16 Leader f. 1.9 lens	\$789.50
Bolex H-16 Leader f. 1.9 lens	\$269.50
Bolex H-16 Supreme f. 1.4 Switar lens	\$510.00
Bolex B.R. f. 1.9	
Lytar lens	\$139.00
Bolex C.R. f. 2.5	
Lytar lens	\$ 89.95



### AURICON CINE-VOICE

popular-priced 16mm camera that photographs a sound track perfectly lip synchronized with the picture — to be played on any 16mm sound projector. Single-lens model, New. \$695.00  
Used. \$495.00  
Turret model for 3 lenses \$784.50

**AURICON PRO-600** 16mm optical-sound-on-film, self-blipped, sync motor drive for single or double-system recording. Electronic take-up, film-flow without friction clutches or belts. Various combinations of accessories available. \$1165.00

**AURICON "SUPER-1200"** 16mm sound-on-film camera (self-blipped) with 3-lens turret for "C" mount lenses. 1200 ft. capacity for 23 minute recording time \$3319.25

**AURICON PAN-TILT** professional tripod, weight 27 lbs. \$325.00



### SUPER 1200

**BROOKS CAMERAS, Dept. M-45 Kearny Street, San Francisco, Calif.**  
Please ship the following immediately:

Enclosed is \$..... ☐ Complete Payment. ☐ Down Payment.  
I agree to pay \$..... monthly for ..... months until merchandise is paid for.  
☐ Mail me tentative allowance. ☐ I am shipping equipment for appraisal.

Your trade-in may be used as down payment! It will be returned at our expense if you don't accept our top offer.

☐ Send FREE literature on.....  
☐ SEND FREE BUYING GUIDE AND TRADE-UP LIST.  
☐ Professional Movie List. ☐ Used Equipment List.

Name.....  
Address.....  
City or Town..... State.....

MAIL  
TODAY

## BROOKS CAMERAS

45 KEARNY AT MAIDEN LANE • SAN FRANCISCO 8, CALIFORNIA  
TELEPHONE EXBROOK 2-7348 • BUDGET TERMS AVAILABLE



**NO FAIR TRADE LAW  
IN WASHINGTON D. C.  
"BUY-BY-MAIL"**  
From the Nation's Capital  
**DISCOUNTS ON EVERYTHING  
BRAND NEW!**

Original Factory Cartons and Guarantees



### 35MM CAMERAS AND LENSES

Reg. 130.00 Retina 111C, Camera f:2.8	145.00
Reg. 139.50 Retina 111C, Camera f:2.8	106.00
Reg. 13.50 Retina 111C Leather Case	16.00
Reg. 82.50 Retina Curtar Lens 35mm f:5.6	49.00
Reg. 82.50 Retina Longar Lens 80mm f:4	65.00
Reg. 17.50 Retina 35-80 Optical Finder	13.50
Reg. 33.75 Kodak Pony 135C Camera f:3.5	26.95
Reg. 75.00 Kodak Signet Camera f:3.5	59.50
Reg. 65.00 Signet 40 Camera f:3.5 and Flash	51.50
Reg. 89.50 Graphic 35 Camera f:3.5, Case, Flash	67.50
Reg. 99.50 Graphic 35 Camera f:2.8, Case, Flash	75.00
Reg. 119.50 Ansco Super Menar f:2.8	94.50



### EXPOSURE METERS

Reg. 27.50 General Electric PR-1	19.95
Reg. 31.50 G.E. Guardian w/Case	25.95
Reg. 14.95 General Electric Masco	11.95
Reg. 32.50 Weston Master III	23.50
Reg. 16.95 Weston DR w/Case	12.95
Reg. 32.95 Norwood Director M-2	21.95

### SLIDE PROJECTORS

Reg. 84.50 A.O. Executive 500W. Blower, Case	64.50
Reg. 59.50 Kodak Signet 300W. Blower	45.00
Reg. 72.50 Kodak Signet 500W. Blower	54.95
Reg. 64.95 Brumberger 2 1/4 sq. 300W. Blower, Case	52.50
Reg. 99.75 Constellation w/Auto. Changer & Timer	74.95
Reg. 89.75 Constellation w/Auto. Changer & Remote	67.95
Reg. 67.75 Constellation w/Auto. Changer	50.95



### MOVIE CAMERAS

Reg. 29.95 Horwale Movie f:2.7	23.95
Reg. 37.50 Brownie Movie f:2.3	29.50
Reg. 44.50 Brownie Movie f:1.9	32.95
Reg. 79.50 Brownie Turret f:1.9	62.50
Reg. 129.50 Kodak Medallion f:1.9	97.50
Reg. 1195.00 Cine Kodak II, f:1.9	875.00
Reg. 279.00 Kodak K-100 f:1.9	210.00
Reg. 315.00 Cine Kodak K-100 Turret, f:1.9	239.50
Reg. 95.95 Keystone Capri K-25, f:1.9	47.95
Reg. 87.95 Keystone K-28A Turret f:1.9	69.95
Reg. 99.95 K-33X f:2.5 w/meter	79.95
Reg. 109.95 Keystone K-42X f:2.5 w/meter	87.95



### MOVIE PROJECTORS

Reg. 62.00 Brownie 300W Projector	46.50
Reg. 74.50 Brownie 500W Projector	55.00
Reg. 115.00 Kodak Showtime 8mm Projector 500W, f:1.6	85.00
Reg. 459.00 Kodascope Pagant Sound Projector 345.00	
Reg. 275.00 Kodascope Royal Projector 750W, 16mm	200.00
Reg. 74.95 Keystone K-75, 500W Proj. w/case	59.95
Reg. 99.95 Keystone K-100, 500W Proj. w/case	79.95
Reg. 149.50 Keystone K-105, 750W Proj. w/case	119.95
Reg. 169.50 Keystone K-109, 750W Proj. w/Case	134.95

### ANSCOCHROME

Original Ansco Package—Guaranteed Fresh Dating	
3 rolls 35mm Ansochrome 20 exp.	Reg. 5.55 Sale 4.70
3 rolls 120 or 620 Ansochrome	3.75 3.15
1 pkg. 35mm Ansochrome Easy-Loader	9.95 8.45

### TAPE RECORDER SPECIAL

Reg. 249.95 Ampco III-F1 Two Speed	187.50
------------------------------------	--------

### 24 HOUR DISCOUNT QUOTATIONS WRITE FOR DISCOUNT QUOTATIONS ON ITEMS NOT LISTED

You save by buying from our Washington, D. C., Mail Order Department where minimum Fair Trade resale prices do not apply. Please include check or money order for full amount plus estimated postage. Fair Trade items at reduced prices are available only on a remittance-with-order basis, from Washington, D. C. These offers are valid only in states where such offers are not expressly prohibited.

"For Personalized Service"  
Send your order or inquiry to:

**BOB RITZ**  
618 12th St. N.W., Washington 5, D. C.  
30 DAY MONEY BACK GUARANTEE

## ACCESSORIES

(Continued from page 116)

Other frame finders include those made for Leica, Nikon, Kodak Retina.

### Flash conversion tips

It's most annoying, but many cameras still have different types of flash outlets. Each requires a different connecting cord flash tip. If you've got more than one camera, each with a different tip, this can become very disconcerting. (Usually you'll forget the proper cord, or mislay it.)

You can bring order out of chaos with a set of inexpensive flash conversion tips (photo 9). These tips adapt a variety of cameras to function with one cord—the single-terminal push-on type.

Adapters are available for cameras such as Exakta, Robot, the Leicas, Praktika, Stereo Realist, Argus C-3, Ricoh 500, Graphic 35, Argus C-44, etc.

There are also adapters to allow you to connect more than one flashgun to your camera, and to convert ASA bayonet cords to fit Compur and Prontor type outlets. Extension cords also available permit you to get your flashgun off the camera for special lighting effects.

### Flash synchronizers

If your Leica (or similar) camera has no flash synchronization you can still take flash pictures without building flash terminals into the camera body. The external synchronizers, such as the Geiss-Kontakt (shown photo 9) or the Hakosyn, consist of a contact and flash outlet assembly which slides into your camera's accessory shoe, and a contact that fits on the fast-speed dial of the camera. When the latter revolves during exposure, it makes contact and fires the flashbulb at the correct instant. Any battery case and reflector may be used.

### Film cassettes

Have you ever been plagued by scratches from the felt in cartridges that you've reloaded with bulk 35mm film? Metal film magazines or cassettes (photo 10) will end this trouble and other troubles such as tree-like static electricity marks from felt cartridge lips.

Magazines consist of an outer shell, a revolving inner shell and a film spool. When the assembled and loaded magazine is placed in the camera and the back or base plate locked in place, the inner shell is revolved and the magazine is automatically opened to let the film pass through a felt-free opening. Opening the camera back or removing the baseplate closes the magazine.

Magazines are of far heavier construction than ordinary cartridges, and should last a lifetime even with frequent use.

### Slow speed attachments

Does your camera lack slower speeds than 1/25 second? Make it more versa-

tile by adding a slow speed attachment.

The Kopil self timer (photo 11) fits all cameras with a standard cable release socket, or Leica type sockets with an adapter. It delivers slow shutter speeds from 1/2 to 10 sec.—may also be used as a self timer at all speeds. A similar device is called the Framex.

The Leitz Slow Speed Attachment fits Leica cameras or other cameras with a Leica cable release socket. It delivers highly accurate speeds of 1, 1/2, 1/4 and 1/8 sec. Your camera shutter must be set at Bulb (B) when these devices are used.

### Ground glass focusers

Two interesting devices give you a preview of the image that will reach the film. These are the Accura focusing ground glass for Leica and Canon type lenses, and the Accura focusing ground glass insert (photo 12).

The focusing ground glass takes any lens with a Leica or Canon type thread. It is useful for checking lens performance, such as overall sharpness, infinity focus etc. It may also be used to check composition and depth of field.

The Accura ground glass insert fits into the focal plane of many 35mm cameras. To use it, place your camera on a tripod, copying stand or similar support. Put the insert into the focal plane, open shutter and diaphragm and focus the image on the ground glass. With its aid, you can use extension tubes, close-up and special lenses with the assurance that what you see you'll get on the film.

After focusing the image, you close the shutter, set diaphragm and speed, insert the film, close the camera and shoot the picture.

### Shoe-mounting exposure meters

How often have you looked into your gadget bag and found that you've left your exposure meter at home?

Why not prevent this with one of the new miniature exposure meters, now becoming so popular, which slip into the accessory shoe of your camera. (If your camera has no accessory shoe your local dealer or camera repair shop can probably install one for you inexpensively.)

The meter shown (photo 13) mounted in the accessory shoe of the Alpa Reflex is the Metrawatt. Similar meters are offered by Leitz (their MC meter mounted on the Leica M-3 sets the shutter speed as the exposure is measured). Accura, Sekonic, FR, Polaroid, Argus L-3, and Sixti are other meters of this type.

Did you ever try to hand hold a tele lens of over 135mm focal length? For positive results you generally need a tripod, with its limitations on following the subject freely. But there's no need to endure camera shake when shooting long distance shots, or to become earth bound by a tripod.

(Continued on page 124)



# It's True! A LITTLE GUY REALLY CAN OUTPERFORM THE BIG GUY!



If the Little Guy is fast on his feet, if he does with less profit and less sleep, and if he works harder, he sure can outperform the Big Guy. And the Little Guy is me. I move fast to grab a bargain when I see it, I'm in the low rent district, I work hard on manufacturers and distributors to turn special values to me. As a result, I've got many of the Big Guys worried—they can't figure out how I can consistently out-value them—and on "name brands," too; not "dogs" that nobody wants. Broadway is my home, but the whole wide U. S. A. is my beat. No matter where you live, you should always remember that a Little Guy can outperform the Big Guy. Want to feel my muscles—better still take a look at my healthy bargains. ROY TALBERT

YOU MAY PURCHASE YOUR EQUIPMENT **ONLY 10% DOWN** and it's yours!  
ON OUR SIMPLE TIME PAYMENT PLAN!

**SAVE 36.50**  
on a **BRAND NEW**  
**EXA**  
**OUTFIT!**  
Latest 1957  
Model Exa with  
f2.8 Super  
Pentameter  
ONLY **\$49.95**  
Single Post Model  
PENTAMETER  
22.50  
Case 7.50 Ext. Tube 7.95

**SAVE \$50!! on a**  
**BRAND NEW ULTRABLAST MATADOR**  
**ELECTRONIC FLASH UNIT!**  
reg. 99.50  
**NOW**  
**\$49.50**  
Color Guide No. 85 & A.C. & Battery  
• 120 Watt Seconds • Intensity  
Control Switch  
**OTHER SENSATIONAL VALUES**  
Reg. 8.95  
Ultrablast Export IV..... 69.50 39.95  
Braun Standard..... 55.00 39.50  
Braun Automatic..... 106.00 72.50  
Heiland Mid V..... 50.95 39.95  
Heiland Mid V..... 119.50 79.50  
Heiland Mid V..... 141.60 79.50  
Heiland Mid V..... 71.90 39.95  
R.I. Strobe..... 34.95 39.95  
Dormitzer VII..... 80.50 49.50  
Ext. Head for Export..... 24.95 18.50  
Ext. Head for Matador..... 34.95 22.50

**OUTSTANDING VALUES IN**  
**35mm ACCESSORIES FOR CLOSE-UP**  
**AND LONG RANGE PHOTOGRAPHY!**  
Novoflex Vertical Reflex Housing..... 69.50  
Novoflex Prismatic Reflex Housing..... 82.50  
Novoflex Bellows Att. w/swivel..... 27.65  
Novoflex Bellows Att. w/swivel..... 41.50  
and Trip rack..... 9.95  
Kopli Bellows Att..... 31.95  
Microscope Reflex Housing..... 7.95  
Novoflex Panoramic Head..... 15.75  
Novoflex Slide Copying Device..... 9.95  
Novoflex Bellows Lens Hood..... 6.75  
Novoflex Dble Viewfinder for Exakta..... 26.45  
105mm Noiflex f2.5 short mt..... 47.50  
105mm Xenar f2.5 short mt..... 47.50  
135mm Xenar f4.5 short mt..... 47.15  
150mm Xenar f4.5 short mt..... 47.15  
200mm Tele Quinax f4.5 Follow Focus..... 177.95  
300mm Noiflex f5.6 Follow Focus..... 177.95  
600mm Fernobjektiv f5.6 Follow Focus..... 194.50

**SLIDE PROJ. OWNERS**  
**UNBELIEVABLE VALUES IN MAGAZINES**  
**FOR ALL SLIDE CHANGERS**  
REG. SALE  
Revere..... 1.49 ea. 10 for 6.95  
TDC..... 1.50 ea. 10 for 4.75  
Airequip..... 2.25 ea. 10 for 14.50  
Viewit..... 1.50 ea. 10 for 4.75  
LaBelle Magazine 6"..... 2.20 ea. 10 for 15.50  
LaBelle 6"..... 2.95 ea. 10 for 21.50  
Carrying Case for above..... 12 Trays..... 6.95 24 Trays..... 10.95

**SAVE 35.00 ON A LIKE NEW**  
**ARGUS**  
**C-3**  
**OUTFIT**  
Includes Camera Case  
FLASHGUN 2 ROLLS TRI-X  
2 ROLLS ANSCOCHROME  
— Plenty Available —  
**SPECIAL**  
**34.95**

35mm CAMERAS		New	Used
Argus C4, case, f1.8	meter w/boos	124.00	64.95
Argus C44, case, meter w/boos		134.50	71.50
Bolsey Jubilee, case, fash.		79.50	39.50
Canon 1V1-2 50mm f2.8		117.50	117.50
Canon V 50mm f1.2		450.00	287.50
Contaflex f2.8 case		169.00	89.50
Contaflex II f2.8 case		193.00	104.50
Contaflex III 50mm f1.5 case		334.00	169.50
E.K. Retina f2.8	exp. meter	83.00	43.50
E.K. Retina f2.8	gadget bag	53.75	27.50
E.K. Retina f2.8	Quinon PP	398.70	199.50
Exakta Vx f2.8		392.00	189.75
Exakta Vx f2.8		296.50	146.60
Exakta Vx f2.8		153.00	83.00
E.K. Retina IIIC f2 case		203.50	116.00
E.K. Retina IIIC f2 case		203.50	116.00
Leica IIIF 50mm f2 case		348.30	173.50
Leica IIIF 50mm f2 case		348.30	173.50
Minolta A case, f2.5 meter		79.50	34.95
Nikon S2 50mm f1.4		381.00	218.00
Nikon S2 50mm f2		335.00	194.50
Kodak Signet f3.5 Ekta		75.00	34.95
Kodak Signet f3.5 Ekta		132.25	71.50

REFLEX CAMERAS		New	Used
Argoflex f4.8		19.95	19.95
Anso Auto Reflex f3.8		279.50	179.50
Argus 4x5 Super 2		335.00	203.50
Hasselblad 1000F f2.8		379.50	192.50
Minolta Autocord case, meter		125.00	64.95
Rolleicord II		49.50	49.50
Rolleicord IV		69.50	69.50
Rolleicord V		149.50	78.50
Rolleiflex f2.8 MX case		309.50	171.50
Rolleiflex f3.5 MX case		234.00	117.95

STEREO CAMERAS		New	Used
Bush Verascopes		269.50	134.50
Edixa Stereo 1A		99.50	29.95
Edixa Stereo 1A		99.50	29.95
Edixa Stereo 111A		99.50	49.95
Edixa Stereo, case		58.00	29.95
Kodak Stereo, case		52.50	29.95
Rindar		42.50	29.95
Realist f3.5 case		141.90	74.95
Realist f2.8 case		171.50	91.95
TDC Colorist case		80.75	39.95
TDC Colorist II case		110.75	59.95
TDC Vivid case		142.00	74.85
Viewmaster Personal		89.50	44.50

8mm MOVIE CAMERAS		New	Used
B&H Wilshire f2.5		89.95	79.50
B&H Monterey f1.9 tele		82.90	48.50
B&H Sportmen f1.9		129.95	77.50
B&H 1347A f1.9 W.A. tele		148.95	82.75
B&H Explorer f1.9		269.90	132.50
Bolox BS f1.9, f1.9 tele		199.50	89.50
Bolox BS pan Cinor f2.8		214.00	129.50
DeJor Citation f2.5		77.50	48.50
DeJor Embassy f2.5		106.75	52.50
DeJor Fadematic Turr.		288.50	121.50
E.K. Browne f2.7		29.95	15.95
E.K. Browne f1.9 Turret		79.50	48.50
Keystone Capri f2.5		49.95	26.50
Keystone Olympic f1.8		104.50	49.95
Keystone BelAir Turret f1.9		139.50	69.50
Revere C40 Mag. f2.5		129.50	69.95
Revere C45 Mag. f1.9		244.50	111.50
Revere C50 f2.8		49.50	24.50
Revere B63 f2.5 W.A. tele		252.12	109.50
Revere B64 f1.9		177.50	88.50
Revere C80 f2.5		97.50	47.95
Revere C89 f1.9 W.A. tele		187.50	99.50
Wollensak 23 f1.9		239.50	121.50
Wollensak 53 f1.9 f1.9 W.A.		199.50	99.50

16mm MOVIE CAMERAS		New	Used
B&H 200 T f1.9, f3.5 tele		264.95	164.50
B&H 200 TA f1.9, f2.8 tele		313.95	287.50
B&H 700R f1.9, f2.8 tele		546.45	277.95
Bolox H16 f1.5, 15mm f2.8		502.00	229.50
3 inch f2.5		114.50	58.95
Keystone A9 f2.5		114.50	58.95

8mm PROJECTORS		New	Used
B&H Monterey, case, 30x40 Screen		114.90	54.95
37x50 Screen		201.90	107.50
Bolox case, 37x50 scr.		211.95	99.50
DeJor 500, case, 30x40 scr.		118.95	54.95
DeJor 750 case, 30x40 scr.		201.00	99.50
DeJor 1000, case, 37x50 scr.		222.90	117.50
E.K. Browne, case, 37x50 scr.		96.90	42.95
E.K. Showtime 8, case, 30x40 scr.		146.95	77.50
Keystone K1000, case, 30x40 scr.		134.90	68.25
37x50 scr.		211.45	109.95
Revere BS, case, 30x40 scr.		159.95	77.50
Revere P48, case, 37x50 scr.		201.50	101.50

16mm PROJECTORS: SOUND & SILENT		New	Used
B&H Statesman, case, 37x50 scr.		241.90	118.50
37x50 scr.		506.90	289.50
Keystone K161M, case, 37x50 scr.		211.45	104.50
Keystone A82C, 37x50 scr.		181.00	88.95
Revere SP 16 sound		224.45	111.95
Revere P48, case, 37x50 scr.		366.95	184.50
B&H Diplomat, case, 37x50 screen		341.50	184.50

8mm MOVIE LENSES		New	Used
5.8mm Pizar f2.8		79.50	49.50
5.8mm Switar f1.8		119.50	69.50
5.8mm Cinogon f1.9		99.50	53.50
5.8mm Elgeet f2.5		39.95	19.95
5.8mm Raptor f1.9		60.75	32.95
5.8mm Raptor f2.5		45.05	24.00
7.5mm Elgeet f1.9		61.95	33.50
7.5mm Elgeet f1.5		76.15	43.95
13mm Raptor f1.9		45.95	24.00
13mm Elgeet f1.9		43.68	25.95
12.5mm Yvar f1.9		74.50	39.95
12.5mm Switar f1.5		114.50	62.95
1.5" T.T.H. Comat f1.9		69.95	34.95
1.5" Xenar f2.8		59.95	31.95
1.5" Raptor f3.5		41.25	21.50
1.5" Raptor f2.5		87.75	29.95
1.5" Raptor f1.5		67.50	32.95
1.5" Elgeet f3.5		25.75	13.95
1.5" Elgeet f1.9		49.95	26.50
3" Elgeet f2.9		63.45	34.50

16mm LENSES		New	Used
10mm Angenieux f1.8		124.95	64.95
12" Raptor f1.5		122.50	64.95
12" Elgeet f2.5		49.90	24.95
12" Elgeet f1.5		89.95	49.95
1" Angenieux f0.95		209.50	111.00
1" T.T.H. Comat f1.9		69.95	34.95
1" Raptor f1.5		92.75	49.95
1" Raptor f1.9		56.01	31.95
1" Pizar f1.9		89.50	49.95
1" Switar f1.4		168.00	99.50
1" Switar f1.5		115.00	71.50
1" Elgeet f1.5		86.50	44.50
1" Elgeet f1.5		86.95	46.50
3" Raptor f4.5		60.50	32.50
3" Yvar f2.5		94.50	53.95
6" Raptor f4.5		106.00	61.95
6" Raptor f4.5		98.50	49.95

LENSES FOR NIKON, LEICA, CONTAX, CANON		New	Used
21mm Biogon f4.5		199.00	103.50
25mm Nikkor f4.5		169.50	94.50
35mm Elmar f3.5		139.00	77.50
35mm Summaron f3.5		98.00	84.00
35mm Nikkor f2.8		139.50	77.50
35mm Canon f2.8		99.00	58.50
35mm Xenogon f2.8		79.95	39.50
50mm Nikkor f1.4		151.50	83.50
50mm Summarit f2		119.00	72.50
50mm Summarit f1.5		177.00	84.95
55mm Canon f1.2		170.00	99.50
55mm Nikkor f1.5		299.50	167.50
55mm Canon f1.5		185.00	111.50
55mm Canon f2.5		152.50	83.50
55mm Canon f2.5		152.50	83.50
135mm Hektor f2.5		135.00	72.50
180mm Nikkor f2.5		399.50	224.50
200mm Telyt f4.5 w/R.H.		256.50	129.50
250mm Nikkor f4		224.50	125.50

LENSES FOR EXAKTA, CONTAX D, PRAKTICA, PENTACON		New	Used
28mm Angenieux f3.5		120.00	62.50
35mm Angenieux f2.5		99.50	49.50
40mm Makro-Kilar f3.5 D		114.95	62.50
40mm Makro-Kilar f3.5 E		89.95	42.50
50mm Angenieux f1.5		165.00	86.50
75mm Biotar f1.8		216.50	119.50

# AWON PHOTOGRAPHIC WHOLESALEERS!

*Celebrating our  
1,000,000th sale!*



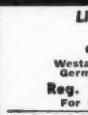
**EXCLUSIVE—RADIANT**  
**Portable Tripod Screens**  
**Crystal beaded 1956 Model**  
With new VYNA-FLECT fabric. These screens are guaranteed for life—drip-proof, fungus proof, and washable. No other screens at these prices have all these high-price features.  
Val. S.P.E.C. Val. S.P.E.C.  
30 x 40 \$24.95 \$9.95 37 x 50 \$31.95 \$14.95  
40 x 40 26.95 10.95 50 x 50 33.95 15.95  
Screens are shipped R.R. Expr. collect postage



**Brand New FEDERAL Enlargers**  
**CLEARANCE CLOSE-OUT SPECIAL**  
List SPECIAL  
35mm 135C, f4.5 lens... \$54.95 \$35.95  
Model 135C, Carrying case 9.95 6.95  
FOR 2 1/4 x 3 1/2 NEGATIVES  
No. 240, Diffused, f7.9 .. \$29.95 \$21.95  
No. 260, Diffused, f6.3 .. \$43.95 \$28.95  
No. 270C, Diffused, f6.3 .. \$51.95 \$33.95  
Carrying case for 260 or 270C .. 0.95 6.95  
No. 269C, Cold Light, f6.3 \$57.95 \$38.10  
No. 311, Sel. Cond. f4.5 .. \$79.95 47.00  
FOR 4x5 NEGATIVES  
No. 450, Diffused, f4.5 .. \$119.95 77.65



**Brand New! 40% OFF!**  
**SUNRAY ENLARGERS & EASELS**  
Reg. PRICE AWON PRICE  
Zenith 35mm, Dble. Cond., 2", f4.5 lens .. \$74.50 38.00  
Same, Less lens .. 59.50 28.00  
Master Craft 23, 35mm to 2 1/4 x 3 1/4", f6.3 lens .. 47.50 23.00  
Arnold D. Cond. & Diff., f4.5 lens, 35mm to 2 1/4 x 3 1/4" .. 92.50 55.50  
8 x 10 Easel, Steel, w/scale .. 5.50 3.30  
11 x 14 Easel, Steel, w/scale .. 7.75 4.60



**Limited Quantity! Brand New**  
**TELEPHOTO LENS**  
for Single Lens Reflex Cameras  
Wester ctd. f4.5, 100mm lens  
German Import, Bench tested  
Reg. \$49.95 AWON PRICE \$14.95  
For Exakta, Praktica, Praktiflex, etc.



**Brand New! SOLIGOR TELEPHOTO LENS**  
The finest you can buy—regardless of price!  
135mm, f3.5 .. Reg. \$59.95 \$32.95  
135mm, f2.8 .. Reg. \$89.95 \$47.50  
For Exakta, Praktica, Praktiflex, etc.



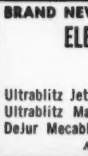
**4-LITE FOLDING**  
**MOVIE BAR LIGHT**  
with sturdy metal case  
and 7 ft. HEAVY duty cord  
reg. \$16.95 SALE \$7.50  
Bulbs remain on bar when in case  
\$1 each with purchase of bar.



**EDITING EQUIPMENT**  
Reg. SALE  
Mansfield 8mm Action Editor .. \$39.95 \$18.95  
Mansfield Deluxe 8mm Portable, w/case .. 48.00 25.95  
Kalart 8mm Action Editor .. 39.95 28.95  
Craig 8mm or 16mm Portable w/case .. 79.50 35.95  
All Editors include Rewind, Splicer & Baseboard



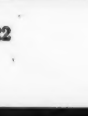
**Brand New! Famous Make**  
**ELECTRONIC FLASH**  
• Needs only 4 small batteries  
• Exposure calculator dial  
• Hand-Grip head for "off-the-camera" shots  
• Switches easily to AC power  
• GE flash tube gives constant flash value and exposure  
• Comes with 4 batteries, camera bracket, and AC line cord.  
• ONE YEAR GUARANTEE!  
List Price .. \$54.50 AWON SPECIAL.. \$29.95



**BRAND NEW**  
**ELECTRONIC FLASH OUTFITS**  
Reg. AWON PRICE  
Ultrablitz Jet, A.C. or Batt .. \$70.00 \$44.95  
Ultrablitz Matador IS .. 99.95 58.95  
DeJure Mecablitz .. 54.95 35.95  
And your old flashgun in trade



**PORTABLE SLIDE FILE CASES**  
• For Tray & Magazine  
• Fits TDC: KODAK: ARGUS: REVERE & AIRQUIP  
Model 12 (12 Trays) .. Reg. \$ 6.75 .. \$5.95  
Model 24 (24 Trays) .. Reg. \$11.95 .. \$7.95  
12 Viewlex or TDC trays (Holds 432 slides) ... \$ 4.95  
12 Airquipt trays (Holds 432 slides) .. 16.95



**NEW EXPOSURE METERS**  
Reg. SPEC  
\$9.95..Alpex Direct Reading .. \$6.95  
8.95..Sekonic Leader DeLux, w/case.. 6.50  
9.95..Sekonic Compact, w/case .. 6.50  
32.50..Norwood Director M-2 .. 23.95  
26.95..DeJure Dual-Professional .. 17.95  
26.50..GE DW-68 .. 17.95  
SAVE ON THESE BRAND NEW DEM. MODELS  
32.50..GE PR-1 .. 23.50  
32.50..Weston Master III w/case .. 22.75  
34.50..GE Guardian w/case .. 25.95  
18.00..Weston DR, Dir. Reading w/case 12.95  
Case for any of above.... 1.95

## Imported Soligor Movie Lenses

In "D" Mounts for 8mm Movie Cameras  
Reg. Sale  
6.5mm, f1.9, W.A., Fixed .. \$44.95 \$28.95  
7mm f2.5, W.A., Fixed .. 29.95 17.95  
1 1/2", f3.2 Telephoto, Fixed .. 12.95 8.95  
1 1/2", f2.5 Telephoto, Focusing .. 38.95 15.95  
1 1/2", f1.9 Telephoto, Focusing .. 38.95 24.50  
1 1/2", f1.4 Telephoto, Focusing .. 49.95 29.50

For Kodak 8mm Mag. Movie Cameras  
6.5mm, f1.9, W.A., Fixed .. 49.95 33.50  
1 1/2", f1.4 Telephoto, Focusing .. 54.95 34.50

In "C" Mounts for 16mm Movie Cameras  
13mm, f1.5, W.A., Focusing .. 89.95 62.95  
17mm, f2.5, W.A., Focusing .. 34.95 23.50  
3", f1.5 Telephoto, Focusing .. 99.95 69.50  
3", f2.5 Telephoto, Focusing .. 42.50 25.95  
3", f3.5 Telephoto, Focusing .. 32.50 19.95

## TRIPOD SALE!

Reg. SALE  
Quick Set Champ II, 3 Sect., Elev., w/Pan Head .. \$34.00 \$22.95  
Quick Set Husky II, 3 Sect., Elev., w/Pan Head .. 47.00 32.95  
Star D-18, 3 Sect., w/Pan Head .. 15.40 8.97  
Star D Conquest, 3 Sect., Elev., w/Pan Head .. 21.50 13.30  
Continental Mark III, 3 Sect., w/Swing Over Tilt and Monopod .. 25.95 16.95



**Brand New! Clearance sale!**  
**QUICKSET ELEVATOR TRIPOD**  
Geared, crank-operated elevator. Sturdy, 3-section tubular legs. Extends nearly 6 feet. W/panhead.  
Reg. \$29.95 SALE \$16.88



**Fabulous Half-Price STEREO Offer**  
**NORD STEREO PROJECTOR**  
• f2.3 ctd. lenses  
• Full focus & alignment  
• Twin optical systems  
• Dual 500W. lamps  
• Fan cooled  
• All metal  
• Takes all mounts  
Reg. \$39.50 SPEC. \$49.95  
Reg. \$125 SPEC. \$49.95



**ILLOCSTEREO II**  
• Famous German Import  
• Flash sync.  
• Matched ctd. f2.3 lenses  
• Prontor S shutter (1 to 1/3000)  
• Double exp. prev.  
• Built-in self timer  
• Standard 35mm B&W or color film  
Reg. \$125 SPEC. \$49.95  
Case .. \$6.95

**EXTRA**  
Buy Both for the amazing low price of \$94.95 and get a FREE leather case for your Iloca camera \$94.95  
This total value of \$234.45 all for only.....

## Brand New! Increasingly popular

**POLAROID LAND CAMERA**  
(Picture-in-a-minute)  
List AWON PRICE\*  
Model 80 (2 1/4x3 1/4) ... \$69.95 \$51.95  
Model 95A (3 1/4x4 1/4) .. 89.75 65.95  
Model 700 (3 1/4x4 1/4) .. 125.00 98.95  
\* Plus your old camera in trade!



**Brand New! 1956 Disc. Models with Factory Guarantee & Registration**  
**EXAKTA VX**  
With IHAGE Pentamir and split-image rangefinder

with 58mm Biotar Auto, f2..... \$274.00  
with 50mm Xenon Auto, f1.9..... 279.00  
with 50mm Tessar Auto, f2.8..... 228.00  
with 50mm Westanar Auto, f2.8..... 207.00  
with 50mm Westagon Auto, f2..... 235.00  
case for any of above..... 9.95

## Brand New! Save Over 1/3!

1956 Disc. Model **EXA**  
• Waist level finder  
• 50mm standard f2.9 Meritar lens  
• With Leather Everready Case

Reg. \$89.45 AWON PRICE..... \$53.95

## KODACHROME PROCESSING

35mm x 20 exp., mtg. .... \$1.05  
35mm x 36 exp., mtg. .... 2.05  
8mm x 25 ft. dble. .... 1.05  
8mm x 25 ft. mag. .... .65  
16mm x 50 ft. mag. .... 1.05  
16mm x 100 ft. roll ..... 2.55

All film returned via insured mail. Check or Money Order must accompany film.

## Brand New!

**CANON V**  
50mm f1.8 ctd lens  
List .. \$325.00  
AWON PRICE \$215.00  
and your old camera  
Case .. \$13.95

## Brand New! Famous

**Soligor Reflex Camera Outfit**  
featuring the Soligor 1-Twin lens Reflex with f3.5 ctd. lenses; Speeds to 1/300; FX Sync; Ground Glass Focusing; Geared Coupled Focusing Lever; Body shutter release.

List \$34.95..... Soligor I  
List 7.95..... Case  
List 5.95..... Flashgun  
A \$48.85 value at AWON'S special combination price of \$26.95

Reflex II ..... List \$47.95..... \$35.95  
Reflex III ..... List \$59.95..... \$42.95  
Reflex 66 ..... List \$99.50 Demonst. \$69.50

## Brand New! Amazing Value!

**MINOLTA AUTOCORD**  
Automatic wind, sharp f3.5 lenses; MX synch.  
Reg. \$99.50 SPECIAL. \$69.50

**Minolta Autocord "L"**  
w/built-in exposure meter, Light value scale, Reg. \$124.50  
AWON PRICE \$87.50  
and your old camera  
Case .. \$9.95



**Brand New! Awan special!**  
**KINOSCOPE**  
Wide Screen Attachment

Attaches easily to your camera and/or projector for wide screen movies. Simple to use. Gives 50% more horizontal coverage, less panning, lower film costs.  
For most 8mm Cameras & Projectors..... \$25.95  
For most 16mm Cameras & Projectors..... \$34.95  
FREE With either 8 or 16mm KINOSCOPE, a 3-piece Kinoscope Finder, Reg. \$6.95.

# AWON FILMS

Postage & Insurance must be prepaid.  
Items marked "FREE" must be requested at time of purchase to be acknowledged.

108-M West 29th Street, New York 1, N. Y. LA 4-6376

# AWON FILM

## WHOLESALE!

108-M West 29th Street  
New York 1, N. Y. Lackawanna 4-6376

This 1958 dated film is in its original sealed package fully guaranteed by the manufacturer. Day or Tung. Price includes processing & mounting (35mm).

Size Lots of 3—EA.	Kodachrome
8mm x 25' dble. roll	\$2.65
8mm x 25' dble. mag.	3.50
16mm x 50' mag.	5.25
16mm x 100' roll	7.75
35mm x 20 exp.	2.45
35mm x 36 exp.	3.80

### BULK FILM SPECIAL



1—Brand New  
Daylight  
Film  
Loader  
100'—fresh  
dated  
negative  
film  
5—film  
cartridges  
**\$5.95**

### FRESH MOVIE FILM

1958 dated, fast, fine grain, panchromatic ASA 50. Prices include new fast processing service.

8mm x 25' dble. roll	\$1.10
BOLEX 8mm x 100' dble. roll	3.50
16mm x 50' mag.	1.75
16mm x 50' mag. Plus X or XX	2.00
16mm x 100' Anso	2.75
16mm x 100'	2.50
16mm x 100' Kodak Plus X	2.95
16mm x 100', Sound, ASA 50	3.40
16mm x 50' roll, Plus X	1.50
16mm x 100' Kodak Super XX ASA 100	3.25
8mm Mag. B. & W.	2.00

### SPECIAL PURCHASE!

Brand New  
**WESTON MASTER II**  
Exposure Meter

Reg. \$33.45 SPECIAL... **\$18.95**  
complete with leather carrying case

★ ★ FREE! ★ ★

With every film purchase of \$25 or more—Except Kodachrome or Anscochrome—you get a FREE 1 year subscription—\$4 value—to Modern Photography or another Camera magazine of our choice.

### 16mm x 400' BULK KODAK REVERSAL MOVIE FILM

ASA 24 Single or Double Perforation	ASA 50 Single or Double Perforation	SUPER XX (ASA 100) Double Perforation
<b>\$6.95</b>	<b>\$6.95</b>	<b>\$7.95</b>

## AWON CHOPS KODAK PRICES

ALL BRAND NEW—ALL LATEST MODELS—Awon dares to discount even Kodak Equipment—Order Now!

KODAK CAMERAS	LIST PRICE	AWON PRICE
KODAK SIGNET 35mm, f3.5 lens	\$ 75.00	\$ 49.50
KODAK RETINA IIE 35mm, f2.8	190.00	124.95
KODAK DUAFLEX IV 35mm, f2.8	22.50	14.95
BROWNIE HAWKEYE flash outfit	13.95	9.25
KODAK PONY 135 model C, f3.5	33.75	23.45
KODAK MOVIE CAMERAS		
KODAK BROWNIE 8mm model II, f2.7	29.95	19.95
KODAK BROWNIE 8mm model II, f1.9	44.50	29.60
KODAK BROWNIE turret 8mm, f1.9	79.50	52.90
KODAK MEDALLION 8mm, f1.9	144.50	95.80
KODAK PROJECTORS		
CINE KODAK Showtime 115mm projector	115.00	75.95
BROWNIE "300" 8mm movie proj.	62.00	41.25
BROWNIE "600" 8mm movie proj.	74.50	49.50
KODASCOPE ROYAL 16mm movie proj.	275.00	179.95
KODASLIDE SIGNET 35mm slide projector, 300 watt w/ f3.5 lens, auto change	69.50	46.25
KODASLIDE SIGNET (above w/500 watt)	82.50	54.85

### Special Sale!

#### POLAROID FILM

Type 31 (Model 80)	6 rolls for \$ 8.80
Type 32 (Model 80)	6 rolls for \$ 7.90
Type 41 (Model 95A, 700, 110)	6 rolls for \$ 8.80
Type 44 (Model 95A, 700, 110)	6 rolls for \$10.95

#### KODAK SUPER XX ROLL FILM

127, 120, 620, 110, 016  
6 rolls for only **\$1.00**

Cut your own 4 x 5 SHEETS!  
Kodak 5" x 250' TRI-X, ASA 200  
**\$6.95 roll**

### MICROFILM

Perforated  
or  
Unperf.  
35mm x 100' \$1.98  
16mm x 100' 1.75

Save on  
Westinghouse #5  
FLASHBULBS

**\$8.50**

Per Case of 120

### BULK MOVIE

8mm x 400' dble. \$5.95 8mm x 1600' dble. \$22.00

Camera speeded... No processing  
8mm x 100' dble. \$1.79  
8mm x 25' dble. 7 for price of 6! \$6.00 ea.

### MOVIE—QUANTITY DISCOUNTS

SIZE	54 Rolls	27 Rolls	15 Rolls
16mm x 25'	\$8.95	\$4.95	\$2.75
16mm x 50'	19.95	10.95	5.95
16mm x 100'	49.50	29.50	17.95

\*Camera speeded

### Black & White Movie Film Processing Service

8mm x 25' Dble. \$5 ea.  
16mm x 100' \$1.00 ea.  
16mm x 50' \$1.65 ea.

### AERO EKTACHROME FOR MOVIE FANS—ASA 40

8mm x 100'—\$4.75 16mm x 100'—\$4.75  
3 for \$13.25 Proc. not Incl.

### CUT FILM AND FILM PACK SPECIALS!

4 x 5 Anso Process  
Excellent for copy work. 25 shts. per box. 100 shts—\$3.00  
4 x 5 Infrared 100 shts—\$3.00

8 x 10 Anso Process Pan 100 shts—\$3.95  
Kodak Film Packs, #520 (2 1/2 x 3 1/4)  
Plus X or XX 6 for \$3.65

Kodak Matrix (10 shts) 10x12—\$8.95 11x14—\$1.25

16mm x 50' roll, Super XX \$1.49

16mm x 50' Mag., Super X \$2.50

Kodak Proc. Incl.

WE HAVE THEM ONLY

BAIA 8mm Film Slitter **\$5.95**

### THIS MONTH'S SPECIALS

- 70mm x 100', Super XX film \$ 2.95
- 120 & 820 Kodachrome, Kodak Proc. Incl. 3 for \$1.75
- Telephoto Lens, 8mm, 11x, f3.5 4.95
- Wide angle lens, 7mm, 12.2, f2.8 \$1.95
- Cardboard Stereo Mounts 100 for 3.50
- 1000 for 28.50
- Anso 35mm Cardboard Mounts 100 1.00
- 1000 for 8.00
- Daylight BULB LOADER 5 cartridges 4.95

All film O.D. unless otherwise stated. U. S. EXCHANG

20% DEP. on all C.O.D. PLEASE

### CUT FILM SPECIALS

4 x 5—original box of 25 sheets—3 boxes for \$3.50

Your choice of KODAK Infra Red; DUPONT X-F Pan; ANSCO Tri-X Ortho.

8x7 Ektachrome, Daylight, 10 shts. 3.95

8x10—original box of 25 sheets—\$2.50 per box. Your choice of KODAK Infra Red; ANSCO Process, 3 for \$8.50.

Anso Color Day, or Tung. (10 shts. per box)

4 x 5 \$2.00 ea.; 6 for \$9

8 x 10 \$3.95 ea.; 3 for \$10

### SPECIAL PURCHASE—LIMITED QUANTITY

8x10—Original Box of 25 sheets—\$1.95 ea. DuPont Process; Kodak Contrast Process Pan

10x12—Original Box of 10 sheets—98c Kodak Contrast Process Pan

11x14—Original Box of 12 sheets—98c Kodak Portrait Pan

11x14—Original Box of 10 sheets—\$1.75 Commercial Ortho.

### Brand New! SPECIAL—WHILE THEY LAST!

#### Famous Sun Ray Tripod

3-section, elevator, heavy duty Tripod. **\$11.95**

List \$21.95 SPECIAL

### AEROEKTACHROME HIGH SPEED—ASA 32

#### CAMOUFLAGE COLOR FILM

at ridiculously low prices!

Used by USAF to detect camouflaged areas.

35mm x 20 exp... 3 for \$1.50 Processing

35mm x 75'... \$3.50 Not Incl.

### HIGH SPEED MOVIE ASA 200, '58 date, Proc. Incl.

8mm x 25' Roll... \$2.45 ea.; 3 for \$7.95

8 or 16mm x 100' roll... 5.70 ea.; 3 for 16.20

FREE on request with every roll of 35mm color film 1 roll of 20 exp. 35mm B&W film!

### USE KODACHROME

#### TYPE A FILTER—TUNG

35mm MCGREGOR Color or DYNACOLOR

'57 date, Proc. & Mtg. Inc.

36 Exp. 3 for \$4, 6 for \$11

20 Exp. 3 for \$5, 6 for \$7

12 Exp. 6 for \$4.75

### PAPER SALE

CONTACT PAPER—less than 1c a print

8x10 1/2", SWGL, (100 shts) \$0.84

8x10 1/2", SWGL, (250 shts) \$0.81

11x14", SWGL, (50 shts) \$1.84

12x14", SWGL, (50 shts) \$1.84

8x12 1/2" Reflex Copy, (100 shts) 1.00

18x22" LWSM #1, 2 box (50 shts) 1.98

20x24" SWSM (50 shts) 1.98

KODAK 35mm x 100' LWSM #3... 2 for \$1

Ad-type LW Flex. 8M, 40"x30", #3... \$2.00

Kodak Linagraph, 7"x800" \$2.98

Kodak Linagraph, 8"x200" 1.98

### VARIAM PAPER

10"x10", SWSM, 250 sheets... only **\$6.95**

### Amazing results with

#### LANTERN SLIDE PLATES

These are exposed and developed just like contact or enlarging paper. After developing, these plates can be used in your slide projector or mounted in a frame and backed by any colored paper for the effect you desire.

36 glass plates per box

2x2... 2 boxes for \$1

11x14... 6 per box \$1.50

### Fresh ASA 50 Aero Ektachrome

35mm x 20 exp... \$1.50 ea. 4 for \$5

Processing included

35mm x 40' Bulk... \$5.00; 35mm x 75' Bulk... \$7.50

35mm x 75' Bulk plus 4 1/2 gal. devel. kit... \$10.00

### BRAND NEW!

For 8mm, 16mm and 35mm

#### MORSE G-3 DEVELOPING OUTFIT

List \$34.50 AWON PRICE—\$21.95

Please include postage with all your orders.

20% DISCOUNT on all new cameras, projectors, etc.

AWON FILMS

108-M West 29th Street, New York 1, N. Y.



**KODACHROME DEVELOPING**  
 135-36 IN 2x2 MTS. (15 SLIDES) 1.75  
 135-36 IN 2x2 MTS. (36 SLIDES) 1.75  
 135-36 IN STEREO MTS. (28 SLIDES) 2.25  
 135-36 IN 2x2 MTS. (8 SLIDES) .80

**35mm DEVELOPING & MOUNTING**  
 ANSOCHROME } 1 ROLL 3 ROLLS  
 ANSCO } 1.00 2.75  
 EKTACHROME }  
 126-450 ANSCO } 1 ROLL 3 ROLLS  
 OR EKTACHROME } 1.00 2.50

**KODACHROME**  
 FACTORY FRESH - 1 YR. EXP. DATE  
 (PROCESSING INCLUDED IN PRICE)  
 35mm - 20 EXP. 35mm - 36 EXP.  
 3 ROLLS .... 7.50 3 ROLLS .... 16.99  
 5 FOR .... 11.99 5 FOR .... 17.99  
 10 FOR .... 22.75 10 FOR .... 35.49

**35mm COLOR SLIDE**  
 Duplicating  
 MOUNTED 17c  
 UNMOUNTED 15c  
 20 for 3.00 20 for 2.50

**PANORAM'S SPECIAL WALLET SIZE COLOR PRINT**  
 from 35mm only **17c** **6** FOR **\$1.00** EACH

**3 1/4 x 4 SPARKLING COLOR PRINTS 5 x 7**  
**3x 35c** **2 1/2 x 22c** **5x 85c**  
 Any 6-1.99 (2 1/2 x 3 1/4) Any 3-2.25  
**4 x 5 50c** **8 x 10 1.75c**  
 Any 4-1.79 9 for \$1.50 Any 2-3.15

**COLOR PRINT ORDERS OVER \$15 RETURNED VIA AIR INSURED POSTAGE PAID**  
**PANORAM FILM LABS** DITMIS 1190 6TH AVENUE • NEW YORK 36

**QUALITY COLOR PRINTS**  
 24 HOUR SERVICE **2 x 3 1/4 15c each** **3 1/4 x 4 37c** **4 x 5 45c** **5 x 7 75c** **8 x 10 1.50 each**  
 35mm KODACHROME MOVIE KODACHROME  
 FACTORY FRESH 1957  
 20 EXP. 36 EXP.  
 3 ROLLS .... \$3.75 3 ROLLS .... \$3.50  
 10 FOR .... 11.49 10 FOR .... 11.35

**35mm BULK FILM 5 LOADER**  
 Free Carts. 4.99

**35mm KODACHROME**  
 8mm-25 Ft. DOUBLE \*  
 4 ROLLS .... \$ 6.95  
 10 FOR .... 14.59  
 16mm-100 Ft.  
 3 ROLLS .... \$14.99  
 10 FOR .... 44.99

**35mm EKTACHROME**  
 20 EXP. 36 EXP.  
 3 ROLLS \$11.50 10 ROLLS \$25.49  
 4 for \$9.50 10 for \$24.95

**MODEL FILM LABORATORY** DEPT. M3, 78 W. 47th St.  
 \* Retold New York 36, N.Y.

**CARRY IT IN YOUR POCKET**  
**Steky III** FOR PROFESSIONALS AND AMATEURS  
**FREE!**  
 Yellow filter with the purchase of a new Steky III

**FINEST 16MM SUBMINIATURE CAMERA**  
 Weighs Under 6 oz.  
 Precisioned, pocket-size camera, only 2 3/4" high. Economical for color or B&W. Sharp enlargements 11"x14".  
 13.5 ctd Steklar lens. Automatic film counter, 1/28 to 1/100 and 8.  
 24 exposures per cartridge. Ansco film; B&W fine grain supreme 75c; Kodak film; Tri-X high speed 75c. Fast color Anscochrome \$1.00.  
 Steky is internally synchronized for Flash! Comes with a complete line of companion engineered accessories.  
 See your dealer or write for detailed booklet M-3.

**\$2195**  
 with genuine leather case and strap

**WILMOT SALES**  
 151 W 28 ST. NEW YORK 1 N.Y.

**BE SURE TO SEE THE AMAZING NEW Aires 35mm III WITH F:1.9 LENS, only \$99.50**  
**KALIMAR, 1909 S. Kingshighway, St. Louis, Mo.**

**Learn PHOTO PORTRAIT RETOUCHING**  
 MAKE TO \$5 AN HOUR EASY TO LEARN SPARE-FULL TIME  
**WOMEN! LEARN TO EARN AT HOME**  
 Learn professional secrets of photo-negative retouchers—glamorize Portraits and Bridal Photos the way they do in famous Hollywood Photo Studio. Amazing new, step-by-step, fully illustrated instructions make learning easy. Prepare for big pay job, in Photo Studio, or have your own Retouching Studio at home. Oversee by mail—anywhere. No previous experience or art training needed. We send you everything—full instructions—all needed equipment—and proven plan that bring big profit orders right to your home by mail. Examine complete outfit in your home—then decide! FREE—full details. Write NOW! DUVAL SCHOOL, Dept. 43, 100 South Vermont Avenue, Los Angeles 4, California.

**35mm FINE GRAIN**  
 Developed and ENLARGED **\$1.75** 20 exp. roll 36 exp. \$2.25  
 Two superb 3 1/4 x 4 1/2 prints on single weight glossy paper.  
 Factory fresh, guaranteed 35mm frame numbered reloads.  
 Plus 5, Panastar-X, Super-X, Tri-X  
 20 exp. reloads 45c ea. 5 for \$2.00 36 exp. reloads 65c ea. 5 for \$3.00  
 12 EXPOSURE 120 or 820 FILM Fine Grain \$1.30  
 Developed and enlarged to 3 1/4 x 3 1/2 \$1.50  
 8 exp. rolls to 3 1/4 x 4 1/2 \$ .90 16 exp. rolls to 3 1/4 x 4 1/2 \$1.50  
 Send for mailing bag and complete price list of all our black and white, and color services. Money back, if not satisfied.

**NATIONAL PHOTO LABS** NEW HYDE PARK 10 N.Y.

**FOR THE FASTEST COLOR PROCESSING**  
 EKTACHROME, ANSCO & ANSCO CHROME PROCESSING  
 DYE-TRANSFER COLOR PRINTS  
**ATKINSON COLOR PRINT SERVICE**  
 Write for Prices or Send Film:  
 7273 Santa Monica Blvd.  
 Hollywood 46, Calif. Dept. M

## 11th ANNUAL PHOTO SHOW SET FOR FEBRUARY 18-24

The 11th Annual National Photographic Show is scheduled for the New York Coliseum, Feb. 18-24, 1957.

The first two days of the show, February 18 and 19, will be closed to the general public. Those two days have been set aside for a meeting of photographic dealers in the New York area.

Last year, the first time the show was ever held at the gigantic new Coliseum, more than 170 exhibitors displayed the latest in photographic equipment to hundreds of thousands of amateur and professional photographers. The equipment shown came from all over the world, and added up to an estimated \$10 million in cash value.

In addition to the display of equipment, many manufacturers sponsored sessions at which amateur still and movie photographers had an opportunity to hear instructional lectures by leading authorities. Many booths featured pretty models who never seemed to tire of posing for amateurs' cameras.

Once again this year there will be a contest for the best pictures taken of a special display. Other picture-taking opportunities will be presented on a stage designed to carry out the theme of the show.

One of last year's most interesting exhibits consisted of the best press photos of the year, as presented by the New York Press Photographers Assn.

This year, the best shots of 1956 will be shown to the public.

Many plans for the show, encompassing several surprises, are still in the making.—THE END

## ACCESSORIES

(Continued from page 120)

A gunstock, such as the one shown (page 61), which is offered by Kilfitt, helps you make steady pictures, allows freedom of camera movement. Other gunstocks are offered by Aetna Optix.

## Lens turret

Camera users generally complain about the amount of time spent changing lenses. If you have a Canon or a Leica camera (except the M-3), and don't mind a bit of extra bulk, take a look at the H & F lens turret which Haber & Fink of New York can custom install on your camera. It makes lens interchangeability almost instantaneous.

## Check your dealer

These then are a few of the many accessories available for the 35mm camera. If any interest you, check with your dealer. If he's puzzled about where to find them, drop us a line with a stamped, self-addressed envelope.—THE END

## A SWITCH IN TIME . . . . . SAVES!

UNIVERSITY CAMERA offers you good advice, speedy delivery, low prices, quick answers to inquiries; an overall policy of giving our camera buyers a good deal handled by our college bred CAMERA TECHNOLOGISTS, on a personal relationship. Confidence is what UNIVERSITY offers you, and Price too! Switch Your Sales to UNIVERSITY and see for yourself.

### SUPER BUYS 30%-40% OFF

Everything listed below is USED but in excellent condition, except those items marked NEW. One year guarantee on everything.

#### 35MM CAMERAS

	New	Our Price
ARGUS C3 w/case/FL	69.50	34.00
Argus C4 w/c/FL	99.50	42.95
Argus C44 w/c/FL	117.00	49.00
Bolex Jub w/c/FL	79.50	48.00
Canon 1V2 F1.8 new	284.00	169.50
Canon V F1.8	350.00	229.50
Kodak Pony 135	49.95	29.95
Retina 11c F2.8	139.50	74.50
Retina 11c F2.8	190.00	112.50
Signet F3.5	75.00	38.50
New Signet 40 w/FL	65.00	35.00
Leica 35 F2.8	285.00	139.50
Leica 11F Body	120.00	74.50
Nikon S2 F2.8	299.00	174.50
Nikon S2 F1.4 Nik	345.00	209.50
Ricoh 35 w/c/FL	59.95	29.95
Exa 12.9 Werdin	99.50	54.75
Exakta Vx 1957 ml F2.8	396.00	189.50
Voigt Vito 8	15.50	27.80
Voigt Vito 35 F2.8	159.50	79.50
Vitess F3.5 Skopar	99.50	57.50
Futura Super (Older F2.8)	164.50	109.50
Contaflex 11	199.50	107.00
Contaflex 11	169.50	87.00
Retina 11a F2.8	169.50	87.00
Robot Royal F2.8 new	255.00	129.00
Nica 11F F2.8 Nikon	199.50	107.00
Tenack F2.8 Tanar new	295.00	129.50
Certo Bellina F2.8 Y	119.50	59.50
Contessa 35 F2.8	169.50	87.00
Condor F3.5 RF	89.50	34.50
Argus A2	169.50	87.00
Praktica F2.8 victor	99.50	29.95
Exakta F2.8 Xonon	349.00	109.50
Exakta F2.8 Blotter	349.00	109.50
Wellina 3.5 ELMAR RF	125.00	59.90
Iloca F3.5 RF	89.50	34.50
Realist F2.8 new	89.50	44.50
Diast F2.8 Xonon	199.50	107.00
Edinexil F2.9	69.50	39.95
Contax 11a	208.00	179.50
Contax 111a F2.8	169.50	87.00
Contina 11a F2.8/met	89.50	48.50
Pony 828	37.50	19.95
Bolex A F2.8	37.50	19.95
Edixa C F3.5 RF	49.95	24.97
S28 Kodak Bant	89.50	44.50
Leica M3 F2.8 Summic	447.50	284.50
Leica M3 F2.8 used	37.50	21.00
Praktica 2.8 prs w/FL	179.50	89.95
Retina 1.5 Xenar	69.50	39.95
Alpa 1.5 aut. ext.	459.00	274.50

#### REFLEX CAMERAS & ROLL TYPES

De Jur F3.5	99.50	49.50
Exakta 66	319.00	179.50
Reflex 22 F3.5	99.50	49.50
Hasselblad 2.8	379.50	190.00
Minolta Autocord	135.00	59.00
Kodak Reflex 11 F3.5	155.00	59.00
Rolleiflex 3.5 auto	51.00	25.00
Rolleiflex 3.5	201.50	162.00
Rolleiflex 3.5 lens latest	217.50	109.50
Rolleiflex 3.5 lens latest	217.50	109.50
Rolleiflex 3.5 Xenar V	135.00	72.00
Argus Reflex 3.5	99.50	32.50
Kodak Duo 620 RF 3.5	125.00	56.95
Baby Rolleiflex 3.5	288.00	189.00
Leica M3 body old style	288.00	189.00
Boisey C F1.5 ref	99.50	48.00
Soligor semi-aut	99.50	37.50
Ikonta 111 3.5 Tess RF	106.50	59.00

#### 8MM MOVIE CAMERAS

B&H 220 F2.8	84.05	52.00
B&H 134v F2.8	89.50	39.00
B&H 134v F1.9 Tur	159.95	74.00
B&H 172B F1.9 Mag	104.05	81.00
B&H 172A F1.9 Mag Tur	109.05	81.00
B&H 252 F2.3 Monterey	59.95	29.00
Kodak Brownie F2.7	37.50	18.00
Kodak Brownie F1.9	46.75	22.00
Cine Kodak Bellant F2.7	84.50	42.00
Cine Kodak Magazine F1.9	149.50	59.00
De Jur Citation F2.5	77.50	37.00
De Jur Embassy F2.5 Mag	106.05	49.00
De Jur Fadematic F1.9	149.50	69.00
Keystone k-29 Pathfinder F2.8	49.95	27.00
Keystone k-30 Capri F2.8	94.05	28.50
Keystone k-32 Olympic F2.5	79.95	39.00
Keystone k-35 Olympic Tur	119.95	58.00
Keystone Bel Air F2.5 Mag	89.50	45.00
Keystone Riviera F1.9 Mag	139.95	72.00
Tur	139.95	72.00
Revere 50 F2.8	49.50	27.00
Revere 55 F2.8	73.50	42.00
Revere 88 F2.5	74.00	39.00
Revere 99 F2.8 Tur	99.50	45.00
Revere 80 F2.5	97.50	43.00
Revere 84 F1.9 Mag	147.50	69.00
Revere 67 F2.8 Mag Tur	119.50	59.00
Revere 40 F2.5 Mag	99.50	53.00
Revere 44 F1.9 Mag Tur	154.50	69.00
Revere 863 F1.9 Mag Tur	137.50	62.00
Revere 863 F2.8 Mag Tur	142.50	69.00

#### 16MM MOVIE CAMERAS

Wellensack Mag. Mod 91 F1.9	187.50	89.00
Wellensack 93 w/3 lens 1"	174.50	89.00
F1.9, 7" F2.5 WA, 3" F2.8	287.50	141.00
E.K. Royal Mag F1.9 Ekta	179.50	79.00
Keystone Criterion A9 F2.5	114.50	55.00
Keystone Criterion a12 F1.5	169.50	82.50
Keystone Executive K51 mag	139.50	62.50
B&H 200 sub 174.50	174.50	89.00
B&H 200T F2.5	219.95	108.00
B&H 200TA F2.5 Comat	264.95	131.00
Pathe Super 8 Tur	450.00	228.00
RCA Sound 1000W PH 398	450.00	119.75

Keystone Executive K58 mag	189.50	91.00
Revere Mod C26 F2.7 FF	187.50	92.00
Revere Mod 36 F2.5	169.50	89.50
Revere Mod 38 F2.5	199.50	97.75
Revere Mod 101 spotl F2.8	139.50	67.75
Revere 103 3 lens turret	199.50	119.00

#### 8MM & 16MM PROJECTORS

Keystone k100M Magnascope	99.95	57.00
500W cc	169.50	83.25
Keystone 109M Regal Mag.	124.50	57.00
750W Spt. CC	127.50	78.25
Revere 850 500W cc	179.95	88.50
Revere 90 500 or 750W cc	99.95	43.25
B&H 122 Regent cc 500W	62.00	37.00
B&H 253 Monterey cc 500W	115.00	62.50
Kodak Brownie 300W cc	69.95	34.50
Kodak Showtime 5 500W	105.00	82.75
De Jur 500 500W	181.00	89.00
De Jur 750 750W cc	299.95	144.50
De Jur 1000 1000W cc	219.50	124.50
B&H Diplomat 173 1000W	169.50	83.00
B&H Statesman 273 750W cc	275.00	135.50
Keystone Belmont k161M	182.50	91.00
750W cc		
Kodak Royal 750W cc		
Revere 48 750W cc		

### NEW

#### 1 1/2" f/1.9 Telephoto

with Focusing Mt. in chrome Mount. Razor sharp, click stops, color corrected. For Revere, Keystone, Dejur, Ampro. For B&H write.

List \$38.75  
Your cost NEW **\$13.95**

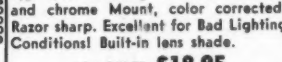
Leather case . . . . . 90



#### For 8mm Fans (New)

6.5mm f/1.9 Wide Angle in Black anodized and chrome Mount. Razor sharp, click stops, color corrected.

List \$44.95 **\$18.95**  
Leather case . . . . . 90



#### Extra Fast Tele for 8mm (New)

1 1/2" f/1.4 focusing in Black anodized and chrome Mount, color corrected. Razor sharp. Excellent for Bad Lighting Conditions! Built-in lens shade.

List \$69.50 **\$18.95**  
Case . . . . . 1.05

#### Telephoto for 16mm Fans (New)

3" Telephoto f/1.9 focusing, click stops, color corrected razor sharp in Black anodized and chrome Mount. Built-in lens shade. For all cameras.

List \$59.95 Your cost **\$24.95**  
Plush leather case . . . . . 2.84

#### Wide Angle for 16mm Fans (New)

15mm f/1.9 focusing, click stops, color corrected. Razor sharp.

List \$59.95 Your cost **\$32.50**  
Leather case . . . . . 1.56

#### Extreme Wide Angle for 16mm Fans

13mm f/1.5 Focusing **\$89.50 \$49.95**

#### Minolta A L.N. list 49.95. 29.95

#### Minolta Autocord L.N. 99.50. 56.75

#### GENUINE QUICKSET REGENT ELEVATOR TRIPOD

Case 1.98 List 29.95 **16.88**

#### F4.5 Westagon 100mm Telephoto Cld. for Exakta list 44.50

**15.95**

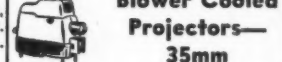
#### AIREQUIPT MAGS

Trays for Viewlex Changer . . . . . 1.50 .42  
Trays for Revere Automatic Proj. 1.45 .79  
Trays for TDC Economy . . . . . 1.00 .49  
Case (holds 30 Airequipt mags). 15.95 6.95  
Case (holds 12 Airequipt mags). 9.50 3.95  
Case (holds 12 Revere mags). 11.95 5.49  
Case (holds 30-6" LaBelle trays) 15.95 7.95  
Case (holds 24 trays for Revere, TDC, Airequipt, Viewlex) . . . . . 13.95 6.87

#### TRIPODS on Special & Brand New

HOLLYWOOD Jr. 2 Sect. w/pan head . . . . . 17.45 9.50  
STAR D CONQUEST (elevating type) . . . . . 21.00 13.99  
(elevating type) . . . . . 23.50 14.95  
Star D "17" 2 Sect Movie . . . . . 13.95 8.95  
Revere 888 L.N. . . . . 14.50 8.97  
Kodak Tripod 300 Like New . . . . . 34.00 18.95  
QUICK SET ELEVATOR . . . . . 24.95 17.97  
Star D Cont Mark III . . . . . 24.95 17.97

#### 1957 Blower Cooled Projectors—35mm



	New	Our Price
Revere 888 L.N.	89.50	83.25
AD Execut 300	78.50	58.00
Revere 888 L.N.	78.50	58.00
Revere 888 L.N.	78.50	47.70
Revere 888 L.N.	59.50	35.50
ARGUS P88 300 w/CASE & AUTO-C & BRAND NEW	65.50	38.95
La Belle show 300	59.95	41.97
Direct 300 La Belle	69.95	49.72
La Belle 500	144.50	83.97
La Belle 75	154.95	119.00
La Belle 6" mags ea	2.35	1.64
La Belle 6" mags ea	14.95	1.19
SKAN 2x2 300, case/chgr	59.95	37.92
Good Mark 7 w/ Case built in Automatic Changer	87.50	49.50

#### 135mm F2.8 PRE-SET LENS

For Exakta, Exa, Pentacox, S & D, Praktica.

**NOW \$47.95**  
Reg. \$89.95

\* True Telephoto \* Five Elements \* Cld & Fully Color Corrected \* Extremely Sharp \* New Chrome & Anodized Mount

#### NEW C. O. C. PROJECTION VIEWER

**ONLY \$24.92**

- \* Table Model for 2x2 Slides
- \* Self contained projection-viewing system
- \* (6x6" viewing area, opalescent screen built into case
- \* Smooth operating automatic changer
- \* Capacity 36 paper mounted 2x2 slides
- \* Focusing f3.5 projection lens
- \* Double condenser system, even illumination
- \* Metal case for maximum protection and portability
- \* Operates on 110 Volts-ACDC 50 Watt Lamp
- \* Regular \$37.95
- \* Field Case \$2.92

#### New wide angle or telephoto lens for Contaflex 1, 11, Polaroid, Contessa, Argus C3, Signet, Kodak 35 RF—Other cameras write

list 21.50  
Your cost **11.97**  
Free case with each order

#### Brand New Norwood Meter

List \$32.50 Our Price **\$21.97**

#### ELECTRONIC FLASHGUN

Ultrablitz Expat IV . . . . . 39.95  
Ultrablitz Matador . . . . . 69.50  
—ALL BRAND NEW—ALL LATEST MODELS—  
Braun Hobby Standard L.N. . . . . 39.50  
Braun Hobby Automatic L.N. . . . . 72.50

#### NEW! MANSFIELD PORTABLE DELUXE FILM EDITORS #950



Our Price NEW  
8mm Editor—Complete w/case List \$45.00 =950 w/focus **\$25.49**  
16mm Editor—Complete w/case List \$49.50 w/focus **\$32.50**  
8mm Editor—Complete but No Case, Special, no Focus Knob Same for 16mm \$21.95 **\$19.97**

#### Mohawk Midgetape Pocket Recorder



Battery operated 3 1/2" in width, 8 1/2" in length, lightweight, 1 hour recording. A must for business execs., sales managers, reporters, radio, TV, on-the-spot interviews, investigators, etc. Free Literature.

Trade-ins accepted. List \$249.50 SPECIAL L.N. **\$149.70**  
incl. lat. mike, earphone & tape.  
Send for free Brochure.

#### Airequipt mags

List 2.25 our price **1.48** same for Argus

#### MODEL 2700 Superpod



Geared for quick action raising and lowering  
Extra 90 Degree tilt on panhead  
Ball Level on tripod  
Ratchet to prevent camera from falling  
Degree marks for vertical pictures  
Adjustable camera screw  
Case list 5.95 Special 1.98 **\$11.97**

#### DARKROOM ACCESSORIES BRAND NEW

Yankee Lordomat 20 Tank	10.95	7.20
Yankee 4x8 Utility Tank	2.95	2.10
Yankee 4x8 Aquilant cut film	8.95	6.95
Yankee Safe like w/3		
Filters	4.95	3.89
Airequipt & Way Fixed Case	8.07	8.88
Airequipt Dialmaster Easel	17.00	11.95
11x14		
Airequipt Photocast 4x5	14.34	9.95
Printer	10.77	7.88
Airequipt Jr. Printer 4x5	22.00	14.95
Brumberger 5x7 Adj Metal	5.95	4.35
Brumberger 5x10 Paper Tank	7.50	7.50
Brumberger 11x14 Paper Safe	19.95	14.75
Fedco Focus Rite Enlarging	2.25	1.78
Aid Fedco No. 100 Dryer 11x14	9.95	6.75
X15	22.05	16.10
Gra Lab #108 Luminox	49.95	33.95
Timer	27.50	18.95
Premier A2 Note Dryer	8.90	6.25
Premier 12 1/2" Trimmer	17.00	11.95
Premier 19" Trimmer	9.15	6.60
Premier 19" Deckled Edge	4.05	3.50
Stationmaster 5" Brush	12.50	8.75
Spot-O-Matic Enlarging Meter	9.95	7.49
Nikor 35mm Day Load Tank	2.65	6.00
Nikor 120-620 Tank	3.65	3.19
Nikor 20 Exp. 35mm wide	3.95	3.19
space reel	10.70	8.50
Nikor #33 Tank with 2 35mm reels	9.75	7.50
Kodak Timer	9.95	7.49
Minutes & Seconds	5.95	4.19
Morse 33 28.8 16mm	3.95	3.19
Dov. Tank	3.95	3.19
Automatic Photoen	4.95	3.19
Sun Ray 11x14 Metal Adj.	7.75	5.50
Easel		
Sun Ray 8x10 Metal Adj.	5.90	3.95
8x10 4x4 metal Adj.	6.75	4.75
Easel	9.50	3.95
Cut Film Hangers 4x8	5.90	3.95
" all metal Trimmer	1.98	1.49
35mm	5.95	4.49
BFI Chemicals 7 Minute		
Processing Kit	23.75	10.95
35mm		
Print Washer	89.50	60.95

# Only 10% Down on our Low DISCOUNT Prices!

Grand Central's Revolutionary New Plan!

- ① You pay 10% of the discount price as down payment.
- ② Or use your old camera as your down payment or as part payment.
- ③ You can take up to 15 months to pay.
- ④ Your inquiry will be answered the day it's received.

## TYPICAL GRAND CENTRAL VALUES

	List Price	SALE PRICE	Down Payment
Argus C-3, Case, Flash, WA and Tele Lens ..... New	109.45	79.50	10.00
Argus C-4, Case, Flash, WA and Tele Lens ..... New	139.50	99.50	10.00
Retina IIC, Eveready Case, Flash ..... New	139.50	104.00	10.00
Exakta VX Auto Biotar 58mm f2, Case & 90mm f4, New	212.45	155.50	16.00
Exa 50mm f2.9, Case, Set of Tubes & 100mm f4.5, New	439.00	269.00	23.00
Pentacoon, 58mm f2.9, Case, & 135mm f4.5 lens, New	171.45	99.95	10.00
Voltgländer Prominent, f1.5, Case, Flash ..... New	324.50	169.00	17.00
Praktica FX2, Auto Westernar 50mm f2.8, 100mm f4.5, 40mm f4.5, Case ..... New	292.45	170.00	17.00
Praktina, 50mm Auto Biotar f2, 135mm f3.5, Case, New	219.50	174.50	18.00
Miranda, 50mm Zunow f1.9, 100mm f4.5, Case ..... New	383.00	281.00	28.00
Rolleiflex Automat, Tessar f3.5, Case ..... L.N.	324.00	225.00	23.00
Rolleiflex 2.8E, Case ..... L.N.	219.50	176.00	18.00
	349.50	279.50	28.00

	List Price	SALE PRICE	Down Payment
Retina IIC, f2.8, 35mm Wide Angle Curtar, 80mm Telephoto Longar, Optical Viewfinder, Case ..... New	315.50	234.50	24.00
Contaflex I, WA and Tele Lenses, Case & Flash, New	213.45	162.00	16.00
Contaflex II, Tele & WA Lenses, 3 filters, Case, New	253.00	180.00	18.00
Voltgländer Vitesse, Case ..... New	110.00	89.00	10.00
Aires 35 III f1.9, Case, New	112.45	86.95	10.00
Konica III f2, Case, L Shade, Filter Set, Flash ..... New	150.20	131.75	13.00
Hasselblad f2.8, Case, 135mm f3.5, Flash ..... New	499.00	399.00	39.00
Leica IIIF 50mm f2, Case, Flash ..... New	358.60	249.50	25.00
Leica M-3 f2, Case, Flash ..... New	472.00	365.00	36.00
Leica M-3, Zunow 50mm f1.1, Case, Flash ..... New	758.50	499.00	49.00
Canon V 50mm f1.8, Case, Flash, 85mm f1.5 ..... New	721.00	492.00	49.00
Canon V 50mm f1.1, Case, Flash ..... New	672.00	439.50	43.00
Nikon S2 50mm f1.4, Case, Flash, Fitted Bag ..... New	433.50	359.00	35.00
Contax IIA 50mm f1.4, Case ..... New	364.50	279.00	27.00
Contax IIA 50mm f1.1 ..... New	629.00	429.00	43.00

**PRICES SLASHED ON ALL KODAK CAMERAS! DISCOUNTS UP TO 50%!**

Choose from thousands of brand new factory guaranteed Kodak Flash Cameras, Flash Outfits, Movie Cameras, Movie Projectors, Movie Outfits now at the lowest prices in our history! SEND TODAY for free quotation.

All equipment in the combinations above are available individually at discount prices. The time-payment plus discount price plan covers everything photographic—including cameras not listed, MOVIE CAMERAS, PROJECTORS, LENSES, ENLARGERS, etc. For whatever you need, fill in and mail the coupon below, TODAY!



GRAND CENTRAL CAMERA, STORE OF OVER 100,000 PHOTOGRAPHIC ITEMS

Grand Central maintains a huge stock to supply everybody's photographic needs . . . at prices everyone can afford. Our strategic position in the heart of competitive New York City dictates our great values. Visit us when you are in New York!

**GRAND CENTRAL CAMERA • 1 East 43 St. • New York 17, N.Y. • MU 2-0866**

Please ship the following immediately: \_\_\_\_\_

Enclosed is \$ \_\_\_\_\_ ☐ Down Payment ☐ Complete Payment.

I agree to pay \$ \_\_\_\_\_ monthly for \_\_\_\_\_ months until merchandise is paid for.

I wish to trade in: \_\_\_\_\_

☐ Give me tentative allowance by mail. ☐ I am shipping equipment for exact allowance.

Your trade-in may be used as down payment! It will be returned at our expense if you don't accept our top offer

☐ Send FREE literature on \_\_\_\_\_

☐ Send pamphlet on Grand Central Time Payment Plan.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

## DISCOVERY

(Continued from page 82)

Although he began to do casual, snapshot-type work twelve years ago, he has had a serious photographic bent for only the past four years. During that period his cautious—but not over-cautious—way of working has taught him an important concept: "You should know exactly what a picture will look like before making the exposure." This refers not only to the subject, but to the lines and shapes and tonal qualities that contribute to content. Of course, this presupposes more than adequate technical abilities—which Bigman has. He has standardized his basic techniques: he uses an exposure meter wherever possible; generally uses one film, Plus-X; develops by time and temperature in Panthermic 777; prints on Medalist paper and develops it in Dektol. Dark-room work is no problem—his job as a professional printer for one of the photographic labs in New York City keeps him in daily practice.

Although his techniques are uniform, they are not rigid. Bigman will not prohibit experiments in taking or processing for special effects. However, he does feel that photographic trickery must be used for a purpose and not for the sake of reaching the exotic.

### Anti-faddist

Nor verbose, but certainly not inarticulate, Bigman protests the flights of fads that prey on photographers like locusts. He thinks every type of camera, like every technique, has a definite place, and that the perceptive photographer should know when (and when not) to use them. He himself has used the 2¼ twin-lens reflex as well as 8 x 10 view camera and 35mm, depending on the subject. No equipment for equipment's sake here!

Nor does Bigman believe in limiting subject matter. People, landscape, fashion all interest him photographically. In the human body, especially, he finds a great source of natural design, and many of his subjects are people at rest—men, women, children—stretched out in some city park. Bigman likes to shoot against the ground for it provides a unified background which sets off the curve of a torso or angles of bent arms or legs.

Too much is being said *ex post facto* about the techniques of picture making thinks Bigman. "We don't spend enough time thinking about what actually is in a picture." This is what he considers and reconsiders as he makes each exposure, and as he bides his time before turning professional. It is from such a thoughtful approach that Discoveries come.—D.J.



Add  
Approximate  
Postage  
Excess Refunded  
10% down on all C.O.D.'s

(Introductory Offer)  
**EUMIG 8mm ELECTRIC  
CAMERA (BRAND NEW)**



No Hand  
Winding  
10 rolls on 4  
Penlite Batteries  
List \$9.95  
**ONLY \$4.795**  
Case  
List \$8.95  
**ONLY \$7.50**

**STAR-D  
CONTINENTAL TRIPOD**  
Flip-over head, elevator monopod  
(newest model) List \$4.95  
**ONLY \$17.95**  
List Only  
Star-D Comet.....\$22.95 \$15.95  
Star-D D-18.....15.40 9.45  
Star-D Conquest.....19.95 13.95  
Case for Tripod.....Only 2.95

**Kalart 8mm Editor Viewer**  
Action Editor, Rewind, Splicer, Large  
Bright Image. Brand New.  
**SPECIAL \$24.95**  
**ONLY \$24.95**  
Case only \$3.50

**SALE... A O EXECUTIVE  
35mm PROJECTOR—500 WATT**  
5" f3.5 Lens, automatic or  
manual projection, 40 slide  
tray capacity. List \$4.50 with  
deluxe case.  
**BRAND NEW \$58.95**  
**NEW \$58.95**  
AO Trays List \$1.00 **ONLY 59c ea.**

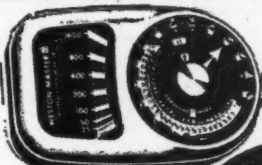
**35mm MINOLTA "A"**  
**BRAND NEW**  
List \$49.95 F3.5 coated anastigmat  
in synchro shutter  
with speeds to 1/500  
a Combined coupled  
range and view finder  
Automatic film wind  
**ONLY \$32.95**  
And your old camera in trade  
Case only \$7.95 additional

**STATICMASTER BRUSHES**  
Eliminates dust from negatives and slides.  
3" Professional—List \$9.95  
**Special \$7.95**  
1" Amateur—List \$4.95  
**Special \$3.95**

**BRAND NEW EYE LEVEL  
PENTA-PRISM FINDER**  
FOR EXA AND KINE EXACTA  
Includes Case & R. F. Glass  
(An \$85.00 Value)  
**ONLY \$23.49**

**CLOSE-OUT  
8mm EDNALITE DUAL-LENS**  
Convert Your Lens to Telephoto or  
Wide Angle. Simple, Efficient.  
List \$24.95  
Specify Camera  
Adapter 3.15 **ONLY \$13.95**  
Case and finder free

Sensational  
**NEW  
WESTON  
MASTER III.**  
Ruggedized



Sturdier, more sensitive & accurate Polaroid readings, ASA speeds, light scale readings, rated to 3200 ASA, stainless steel body. Brand New.  
**List \$2.50 SPECIAL \$21.50**

And your old meter in trade. Case Free.

# POPULAR PHOTO PRODUCTS AT POPULAR PRICES



**SENSATIONAL  
MINOLTA AUTOCORD**  
Auto-Wind, f3.5, MX Sync. List \$9.50  
**BRAND NEW ONLY \$6.950**  
And your old 35mm or Reflex Camera in trade.  
Case Add \$9.95



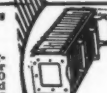
**Premier Professional Titrer  
Model #2**  
Complete with lights, letters, auxiliary lenses. Do zooms, flips, scrolls, animation, etc. Instructions included.  
**List \$37.50 Special \$26.50**  
M-2 accessory kit List \$12.50 **Special \$8.95**



**F R STROBE LIGHT**  
List \$54.95  
**\$36.95**  
• Uses AC or D Batteries  
• Kodachrome Guide  
Number 50  
• Fully Guaranteed Latest Model (Brand New)  
And Your Old Flashgun in Trade  
Cord (Specify Camera).....3.95  
Batteries (Set)......75



**Airequip Automatic Changer**  
Fits most models of AO, Ampro, Argus, B&H, Goide, Kodak, SVE, TDC, Viewlex, etc. (Changer and adapter only.) Specify model.  
**BRAND NEW ONLY \$8.95**  
Remote Control 24.90 **Only \$18.95**



**AIREQUIP MAGAZINES**  
HOLDS 36 35MM SLIDES, PREVENTS  
WARPING, FRAYING. LIST 2.25  
**ONLY \$1.59 ea.**



**TDC and Viewlex Trays**  
For Selectron, Viewlex Auto Changers  
30 slide tray — 2/ .89c — 12/4.95  
36 slide tray — 2/ 1.05 — 12/5.95  
Trays for Reverse.....69c ea.



Case for Airequip Magazines, TDC, Reverse and Viewlex Trays of Sturdy Wood, Air Luggage Finish, holds 24 Trays or Magazines.  
(Specify Tray Used)  
**ONLY \$7.95**



**PARKER TIMER**  
1001 Uses, Darkroom Apointments, Times to 3 Mins. 55 Min. Swiss parts. Excellent Workman. Ship can't be Overlooked.  
List 12.95 **ONLY \$5.75**



**Spotomatic 6A  
Enlarging Meter**  
Takes the guesswork out of enlarging, latest model. List \$15.00  
**SPECIAL \$9.95**

# POPULAR PHOTO STORES, INC.

49A WEST 47th ST - N.Y. 36, N.Y.  
Circle 7-3461

## INVENTORY CLEARANCE (LIMITED TIME ONLY)

Quantity	List	Sale
3-Argus C-3 outfit	69.50	\$46.95
2-Argus C-44 Auto-Proj.	62.50	43.95
2-Canon V fl.8 w/case	117.50	79.50
2-Canon V fl.8 35mm	69.95	46.95
2-Risho "500" 35mm	109.90	73.50
3-Soligor "66" w/case	202.50	127.95
4-Retina IIIC w/case	69.95	47.95
2-Ultrablitz Jet	139.50	89.50
2-Practika FX-2 fl.9	69.75	51.95
2-Polaroid 80	39.95	19.75
5-Mansfield 8mm Editors	32.50	22.95
3-Weston Master III	54.95	34.95
2-Meter w/case		
2-F.R. Strobe Lights		

Few demonstrators—None shop-worn—All sure to please or money back—Fully guaranteed—Original packing—First come—First serve.

## Zoom Finder

For 35mm Cameras, Nikon, Canon, Leica, Contax, Etc.  
For 22mm to 135mm Lenses.  
List \$28.95



**ONLY \$15.95**  
Case Free

## NEW BRAND AIRES 35 III

Sensational six-element f1.9 ultra speed lens. Shutter to 1/500 sec. Single-stroke rapid aim wind. Brilliant R.F. viewfinder (no need to squint).  
List 99.50  
**OUR PRICE \$69.50**  
Case List \$10.00, **ONLY \$7.75**

## SIGNAL SELF-TIMER

Only timer giving you advance notice before snapping. Fits standard cable release sockets.  
**ONLY \$2.95**  
CASE FREE

## MOVIE & SLIDE TITLING

**OUTFIT**  
Includes 400 plastic letters in 3 colors, several different backgrounds, centering chart, and instructions. 13"x18" size. List \$4.95  
**Only \$3.95**

## WE ARE OVERSTOCKED WITH YASHICA "A" & "LM" REFLEXES

(This offer limited)  
List SALE  
Yashica "A".....29.95 \$21.95  
Yashica "A" Case.....8.00 4.25  
Yashica "LM".....59.95 39.95  
Yashica "LM" Case.....10.00 6.60  
(All Brand New & Guaranteed)

## GRAMERCY 4-LITE FOLDING-BAR

Complete w/luggage type case. Two switches, exposure chart.  
List \$17.95.  
**SPECIAL \$7.95**  
4-375W Flood bulbs add \$3.50

## NEW COMPCO MOVIE VIEWER-EDITOR

(Latest Model)  
Includes two 800' rewinds, positive splicer, sturdy board, 3"x2 1/2" viewing screen, 50 watt bulb. Has cooling system. Gear driven rewinds, full film protection. Professional quality.  
List 49.95  
**ONLY \$34.95**  
(Specify 8mm or 16mm)

## GRA-LAB UNIVERSAL TIMER

The most useful complete automatic timer for your darkroom. Seconds, minutes, rings and cuts off enlarger or appliances.

**STANDARD MODEL**  
List 21.50 **ONLY \$15.95**

**LUMINOUS MODEL**  
List 22.95 **ONLY \$16.95**

ALL MERCHANDISE FULLY GUARANTEED 1 YEAR MECHANICALLY & OPTICALLY. 30 DAY MONEY BACK WARRANTY.



# SUPREME SAVES YOU up to 90%

## LENS SPECIAL!

36" f/6.3 Dallmeyer  
Famous Big Bertha  
Reg. 239.00. ....only **119.50**

## Guaranteed LENSES

NOW... SUPREME IS YOUR LENS HEADQUARTERS!

	Reg.	Special
9" f/2.8 Dallmeyer Pentac	\$134.00	\$49.50
9" f/5.6 Cooke Aviar	84.50	59.50
14" f/5.6 Dallmeyer	139.50	79.50
14" f/5.6 Cooke Aviar	129.50	89.50
14" f/4.5 Dallmeyer Serrac	109.50	89.50
20" f/6.3 Aldis	99.95	59.50
28mm f/2.0 Cooke Speed Panchro	140.00	69.50
40mm f/2.0 Cooke Speed Panchro	140.00	69.50
50mm f/2.8 Cooke Speed Panchro	249.00	99.50
75mm f/2.0 Cooke Speed Panchro	249.00	99.50

## AERIAL FILM

5 1/4" x 20' Super XX 1955	1.95
7 1/8" x 18' Super XX	1.50
7 1/8" x 15' Super XX 1955	1.25
7 1/8" x 12 1/2' Super XX	7.50
0 1/2" x 200' Super XX 1955	22.50
0 1/2" x 200' Super XX 1955	35.00

All other sizes available (1954 to 1956 dates). Export and wholesale inquiries on Aerial equipment are invited.

## K-20 AERIAL CAMERA



With 6 1/2" f/4.5 lens. Rapid sequence action on 4x5 negative. Trigger shutter release. To 1/500th sec. Manual operation. **\$79.95**  
Government cost over \$800. Fully guaranteed.

Free with Camera: 6 rolls of 5 1/4" x 20' Super XX, 2 filters and carrying case for camera.

## BRAND NEW! MORSE G-3 PROCESSING TANKS

Develops up to 100 ft. of 8, 16 or 35mm film in 1/2 gallon of solution.

Reg. 35.00  
only **24.95**



## 35mm x 100' SAFETY FILM

Guaranteed till Dec. 1957

Super XX, Plus-X  
Panatomic-X  
Ansco Supreme  
Infrared  
Ortho (ASA 64)  
**2.25** each

POSITIVE (35mm x 100')...1.50  
TRI-X (35mm x 100')....3.75

## 35mm x 100' Daylight Bulk Loader

- With simplified counter gauge
- 12 empty cartridges
- 1 gal. Microdol

Reg. 8.95  
only **6.25**

## SOVEREIGN MOVIE FILM

B & W • ASA 50 • 1957	8mm x 16mm x 100'	16mm x 100'
28' Dbl.	50' Mag.	100' Roll
3 for	3 for	3 for
<b>3.49</b>	<b>6.49</b>	<b>8.39</b>
16mm X 100' Sound ....3 for 8.95		
Processing Included		

## SPECIAL .. 1-Month Only! FAMOUS MAKE

7 1/2" x 7 1/2" Contact Paper  
SWGL #1, 2, 3  
250 sheets **3.95**

## FRESH KODACHROME and ANSCOCHROME

In Original Mfrs. Packages, 1957 Date

SIZES	KODACHROME	ANSCOCHROME
35mm x 20 exposures	3 for 4.59	3 for 3.69 (R)
35mm x 36 exposures	3 for 6.19	
120 or 620		3 for 3.19
35mm x 28' with loader		8.49 ea.
8mm x 25' roll	3 for 5.99	
8mm x 25' mag.	3 for 9.19	
16mm x 50' mag.		2 for 11.29
16mm x 100' roll		2 for 16.59

On Anscochrome movie film, processing included. Kodachrome processing not included.

## SUPER XX ROLL FILM

ALL SIZES AT ONE LOW PRICE!

Guaranteed till Dec. 1957

127, 120, 620, 10 rolls **2.29**  
116 or 616  
Infrared 120-620—10 rolls.....2.29

## ANSCO COLOR

Daylight #535 and Tungsten #534

We urge you to hurry! Our stocks are very limited. It may be the last time you can get this old reliable color film at our lowest price in years!

35mm x 50' **7.50**  
35mm x 100' **13.50**

FREE! 6 empty cartridges with each order.

## ANSCO COLOR

35mm x 20 exp. **4 for 2.95**  
Daylight or Tungsten

## THE WORLD'S LARGEST SUPPLIERS OF FILM AND PAPER AT REDUCED PRICES

16mm x 50' Reversal Film  
10 for 3.95  
5—16mm empty Mags. 2.50

## FILM PACKS

2 1/4 x 3 1/4 Super XX, Plus-X  
6 for 5.95

## EKTACHROME

guar. 'til July 1957  
Day. ASA 32  
120, 620 .....6 for 2.99  
35mm x 40' (with 6 carts.) ....4.75  
1 1/2 gal. proc. kit ...2.95

## 16mm x 50' Mags. Plus-X or XX

guar. 'til July 1957  
3 for 6.50  
6 for 12.75  
Processing Included

## 9 1/2" x 200' AERO ENLARGING

#1, 2, 3  
**4.95** per roll  
Case of 20 rolls \$92.

## 35mm SPECIALS

Plus X or Super XX  
100' .....1.49 Min. 2 rolls

DuPont ASA 24-64-100  
3 roll combination  
—300' only **2.95**

## HALOID 1957 Date Enlarging Paper

Postcard size, DWGL  
#3 250 sheets .....4.50

## CUT FILM

4x5  
Super Pan Press  
Super Pan Port.  
Tri. S Ortho } 100 sh.  
**6.50**

8x10  
Tri. S Pan  
Super XX  
Super Pan Press  
Comm'l Ortho } 50 sh.  
**7.50**

8x10  
Contrast  
Process Pan } 100 sh.  
**8.95**

## KODACHROME 1955 Date

Outdoor or Indoor  
E.K. Processing Included  
16mm x 50' Mag.

**3 for 12.50**

## BANTAM 828

**3 for 3.69**  
**6 for 7.19**

## Variable Contrast Enlarging Paper

10x10 Varigam SWSM  
125 sheets .....3.75

10x10 Varaloid SWGL  
100 sheets .....4.25  
200 sh 7.95

## 1-MONTH SPECIAL RESISTO CONTACT PAPER

10x20 #1, 2, 3  
100 sheets **3.25**

## ENLARGING PAPER

Guaranteed till December 1957

KODABROMIDE • HALOBROME • CYKORA

SIZE	TYPE	CONTRAST	QUAN.	PRICE
3 x 5	DWSM	#2, 3	200 sh.	2.25
8 x 10	SWGL	#1, 2, 3	100 sh.	4.25
8 x 10	DWSM	#2, 3	100 sh.	4.75
8 x 10	SWSM	#3, 4	100 sh.	3.25
8 x 10	LWSM	#5	200 sh.	4.25
8 x 10	Resisto Rapid	#1, 2, 3	100 sh.	3.95
11 x 14	SWGL	#2	50 sh.	3.50
11 x 14	SWSM	#1, 4	100 sh.	5.50
11 x 14	DWGL	#1, 2, 3	50 sh.	4.50
11 x 14	DWSM	EET	100 sh.	5.50
40" x 30"	Resisto Rapid or SWGL	#1	1 roll	3.95

## CONTACT PAPER

Guaranteed till December 1957  
KODAK • HALOID • ANSCO

SIZE	TYPE	CONTRAST	QUAN.	PRICE
1 1/2 x 2 1/4	SWGL	#1, 2, 3, 4	1000 sh.	1.95
2 1/2 x 3 1/4	DWSM	#2, 3	1000 sh.	3.75
5 x 7	SWGL	#4	200 sh.	3.75
5 x 7	Auto Pos.		250 sh.	1.50
8 x 10	SWSM	#1, 2, 3, 4	200 sh.	2.50
8 x 10	DWSM	#0, 1, 2	100 sh.	2.50
8 x 10	Auto Pos.		250 sh.	2.50
8 x 10 1/2	Ad Type		250 sh.	3.50
8 1/2 x 11	Reflex Copy		200 sh.	2.95
10 x 10	SWSM Resisto	#1, 2	250 sh.	3.25
20" x 30"	AZO	F-4	2 rolls	4.25

## PLEASE INCLUDE POSTAGE

Merchandise is guaranteed U. S. Surplus, unless otherwise noted. Export and wholesale inquiries invited. Include 25% deposit for C.O.D. orders. Write for free giant bulletin!

## FREE DARKROOM ACCESSORY

Ask for it when your order amounts to \$5. or more

SUPREME PHOTO SUPPLY CO. . . 11 BROADWAY, Dept. [ ] NEW YORK 4, N. Y.

# PHOTO MART . . .

## 4x5 COLOR PRINTS 50¢

**COLOR FILM PROCESSING**  
 Ansco & Ektachrome  
 20 Exp. 35mm ..... \$1.00  
 120, 620, Roll. .... \$1.00  
 Slide Duplicating ..... 25c ea.

**Color Prints**  
 2 1/4 x 3 1/4 ..... 25c  
 3 1/4 x 4 1/2 ..... 45c  
 5x7 ..... 1.00  
 8x10 ..... 2.00  
 11x14 ..... 5.00  
 16x20 ..... 12.25  
 Minimum Order \$1.50  
 No C.O.D.

**CANYON COLOR CO.**  
 BOX 36536 LOS ANGELES 36, CALIF.

**8mm or 16mm Movie DUPLICATES**  
 \* from your originals ... 11¢ per foot \*

**KODACHROME COLOR or BLACK & WHITE**  
 Protect your valuable originals, run duplicates  
 8mm Enlarged to 16mm. 14¢ per finished foot  
 16mm Reduced to 8mm. 14¢ per finished foot  
 \*Mail us your original films with cash, check or money order, and we guarantee the BEST duplicates possible. QUICK SERVICE, TOP VALUE, SATISFACTION. Minimum Order \$5.00.

**Hollywood MOVIE LABS, Dept. M**  
 12522 Ventura Blvd., Studio City, California

**Unusual Color Titles**  
 Put ZIP into your shows. Delight your friends with a humorous "professional" touch. For real showmanship, introduce these titles at the right time and wait for the raves. Different—cleverly designed 2x2 color slide titles—using pretty Hollywood models. ACT NOW—Set of 4—\$1.50. Free Catalog and sample slide title—Send 25c to cover mailing.

**HOLLYWOOD SPECIALTY PRODUCTS**  
 6253 Hollywood Blvd., Suite 1028  
 Dept. M3, Hollywood 28, Calif.

**WALLET COLOR PRINTS 25c ea.**  
 2 1/4 x 3 1/4 All Orders Shipped 1st Class Mail

COLOR PRINTS		COLOR PROCESSING	
2 1/4 x 3 1/4	50¢	Ansochrome	
4 x 5	75¢	Anso & Ektachrome	
5 x 7	90¢	120-620 or 35mm	1.00
8 x 10	2.00	(20 exp.) mounted	ROLL
11 x 14	4.50	COLOR SLIDE	
16 x 20	12.50	DUPLICATING	25c ea.

**PREMIER COLOR COMPANY**  
 Box 46176—Dept. M Los Angeles 46, Calif.

**PROFESSIONAL COLOR PROCESSING**  
 Custom-quality processing by the very same color experts that pros rely on—NOW available to all who demand the very best. Your color film returned within 48 HOURS, pop. 1st class. Send check, cash or M.O. (no C.O.D.)

**KURSHAN & LANG 10 E. 48 St., N. Y. 17 • Dept. M3**

**10 COLOR SLIDES \$1**  
**The Beautiful Ohio**  
 The beautiful Ohio river is famous in history, fiction, poetry and song. Scenic views along the river, boats, dams, bridges, autumn and other colorful views. 10 2x2 color slides. List of others sent with order. SLIDE CO. Box 1031, Canton, O.

**20 EXPOSURE 35mm. RELOADED CARTRIDGES 30¢**

**KODAK TRI-X SUPER XX**  
 NEW PLUS X, A.S.A. 80  
 20 EXP.—30c Ea. 36 EXP.—50c Ea.  
 (From fresh factory packed bulk)  
 NEW EKTACHROME or ANSCOCHROME  
 A.S.A. 32, 20 Exp. \$1.50 4 for \$5.50  
 ANSCO COLOR A.S.A. 10  
 20 Exp. \$1.25 Ea. 3 rolls \$3.50

**OUR GUARANTEE—You must get results equal to factory packed film or money refunded. Please add 10c extra per order to cover postage and packing. No C.O.D.**

**EASTERN PHOTO LABS, Dept. "B"**  
 1405 N. Charles St. Baltimore 1, Md.

**PROMPT COLOR FILM PROCESSING!**

Let our expert color technicians show you the difference personalized processing makes! Free price list of prints and duplicates. Write today.

	KODACHROME 35mm
20 exposures	1.25
36 exposures	2.05
828 roll	.75

	ANSCOCHROME 35mm
20 exposures	1.00

	EKTACHROME 35mm
20 exposures	1.00

Min. order \$1

**SARATOGA COLOR Est. 1950**  
 Woodlawn Ave., Saratoga Springs, N. Y.

**ALL CLOSE-UP AND TABLE TOP WORK IS FUN, AND EASY**

**CAL-CAM FOCUS GUIDE**  
 Works on all 35mm & Bantam cameras using a 2+ or 3+ Portra lens. Not only measures lens to subject distance, but frames subject just as you want it in the picture. Light weight, all metal, fully adjustable. Eliminates all guesswork—parallax trouble. No peep hole to squint through. Send make of camera.

**Price \$9.95**  
 U. S. Postage paid if cash with order. C.O.D. charges added. Calif. orders add 9% sales tax.

**CAL-CAM—Dept. M 3**  
 1564 N. Grand Oaks Ave., Pasadena 7, Calif.

**"THE PROFESSIONAL FINISH" EXCLUSIVE FINE GRAIN**

WIDEST CHOICE 35mm ROLL FILM • BLACK & WHITE • M & SERVICES • AND COLOR

FREE Price List & Mailers

**AMATEUR PHOTOGRAPHIC SERVICES INC.**  
 126 W. 46th St., New York 36, N. Y., Dept. M

**SEQUEX LABELS**  
 Numbered 1 to 99,999 (Self-Adhesive)

100 Labels on a sheet For Numbering films, prints, transparencies

PRICES: 100 \$1; 500 \$2.50; 1M \$4; 5M \$18.00  
 Dealer inquiries invited.

**Gargille Scientific Inc.**  
 117 Liberty St. New York 6, N. Y.

**SMORGASBORD DARK ROOM SALE**  
 Amateur — Professional  
 Enlargers, Printers, Timers and Assorted Specials  
 Send for Price Lists

**MOBILES**  
 Camera & Film Exchange  
 112 West 48 Street  
 N. Y. 36, N. Y., Dept. M19

IT'S THE "FINISH" THAT COUNTS

**CHINACOLOR**  
 FINISHED LIKE FINE PORCELAIN

**PRINTS** **WALLET SIZE 3 1/4 x 3 1/4** **Now 25¢**

3 1/4 x 4 1/4 ..... 45c  
 4x5 ..... 50c  
 5x7 ..... 1.00  
 8x10 ..... 2.00  
 For Smart Display Folders add 40c ea. for 8x10. Other sizes, add 30c ea.

**DUPPLICATE COLOR SLIDES 25c**  
 Made from 35mm Originals Ready-mounts.

**FILM PROCESSING**  
 Ektachrome or Anscochrome 120-620; 35mm (mtd.) ..... \$1.00  
 Kodachrome, 20 exp. .... 1.50  
 30 exp. .... 2.50  
 Free mailing bags.

**NORMAL 3 DAY SERVICE MINIMUM ORDER \$1.00**  
**CHINACOLOR LABORATORIES**  
 Dept. 703-B, 715 Kennedy NW, Washington 11, D. C.

**De HYPO PRINT WASHER**  
 Efficiency Plus for Sink or Bathtub  
 Nothing to Rust or Break  
 Professional Results

**ONLY \$2.50**

**SPEED-EZ-ELS**  
 Compact—No Adjustments  
 Easy Focusing—No Eyestrain  
 6 Popular Sizes—Budget Priced  
 Special Sizes on Request  
 At Better Dealers Everywhere

**A. J. GANZ CO.**  
 Los Angeles 36, Calif.  
 See These Fine Items At All Better Camera Shops

**NOW... COLOR PRINTS AT LOWEST PRICES!**

2 1/4 x 3 1/4 ..... 25¢ 5x7 ..... 1.00  
 3 1/4 x 4 1/2 ..... 40¢ 8x10 ..... 2.00  
 4x5 ..... 50¢

Duplicate Transparencies ... 25¢

Anso & Ektachrome processing... per roll 100 (including the new high speed Anscochrome & Ektachrome)

**FAST QUALITY SERVICE**  
 A Trial Will Convince You

**ROYALE COLOR LAB**  
 P.O. BOX 43, GLEN OAKS BR., Dept. M-3  
 FLORAL PARK, NEW YORK

**Now, TITLE WHILE YOU SHOOT**

157 letters, numerals, figures. Never wear out. Stick like magic. With title boards & title suggestions. See your dealer or write direct.

**CLINGTITE LETTERS**  
 1533 Hyde Park Blvd.  
 Chicago 18, Ill., Dept. 8-3

**FREE CATALOG**  
 96 Pages—Largest Assortment

**PHOTO FRAMES-MOUNTS -ALBUMS and MAILERS**  
**Fastest Service! Lowest Prices!**

**INTERNATIONAL SALES CO. Dept. MP**  
 414 E. Baltimore St. • Baltimore 2, Maryland

**COLOR SLIDE DUPLICATES**  
 "the best you have ever seen"

35mm **30c MOUNTED** **FREE CROPPING \$1.00 MINIMUM** Ask for Quantity Prices

**STEREO 60c MOUNTED**

**HAMILTON COLOR**  
 127 N. 2nd STREET HAMILTON, OHIO



# PHOTO MART

Here's How To Get

## Kodak Processing

of Kodachrome  
(Including Movie Film)  
and Kodacolor

by **MAIL**

It's as simple as this: You mail color film to FASCOLOR in Rochester (Home of Kodak) in mailing bag supplied FREE. FASCOLOR dispatches direct to Eastman Kodak Laboratory DAILY. FASCOLOR returns finished work to you by first class mail.

Send this ad on post card. We'll ship you FREE Mailing Bags, Price List, Special Offers and Plan that offers you

**10% DISCOUNT**

**FASCOLOR** Box 86 Rochester 1, N. Y.

## FILMS DEVELOPED & ENLARGED

**8 JUMBO PRINTS**  
in Album **ONLY 45¢**

12 exp. Roll .....65¢  
16 exp. Roll .....85¢  
20 exp. Roll .....1.10  
36 exp. Roll .....1.65  
35MM B&W Reloads .....70¢  
20 Wallet size photos from your favorite photograph or negative \$1  
35mm Ansco Color,  
Dev. & Mtd. ....85¢  
Ansco. Ekt. 120-620 Dev. ....75¢

**FREE MAILER**  
SEND POSTCARD FOR FREE MAILER TODAY  
Quality Guaranteed or Money Refunded

**Mel's PHOTO** Box 106-C B'klyn 20, N. Y.

## MANSFIELD "Professional" TITLER



**ADDS LIFE TO YOUR MOVIES!**  
Trick and Straight Titles Accomplished With Effortless Ease

**\$19.95** COMPLETE with LIGHT UNIT & Blank TITLE CARDS

Will accept any 8 or 16mm Movie Camera. Prefocused correction lens and tilting area insure perfect and sharp results.

- Camera mount adjusts all ways—forward, back, sideways, up and down.
- Lamp adjusts for direct, bottom or side lighting.
- Sturdy built-in type V bed & non-slip legs.

• Perfect professional results with every type of title—FADES, WIPES, CLOSE-UPS, REVOLVES, FLIP-FLOPS and DRAMATIC TITLES.

If our Dealer Can't Supply Write Us to Dept. 10E  
Mansfield Industries, Inc., 1227 Loyola, Chicago 26, Ill.

## COLOR PRINTS

From Your Color Films **25¢**  
KODACHROME-ANSCOCHROME  
EKTACHROME-ANSCO COLOR  
3 1/2 x 5 .....\$1.00  
45c | 5 x 7 | 8 x 10  
DUPLICATE 35 mm slides, 25c

Anscochrome—Ektachrome film processed, 120, 620 .....\$1; 35mm .....\$1.25  
Fast Service • High Quality • Money Back Guarantee  
AUTHORIZED ANSCO COLOR LABORATORY  
**COLORFAX LABORATORIES**  
1160-M Bonifant St., Silver Spring, Maryland

**50% OFF**  
**ANSCO SHEET FILM**  
4x5 SUPERPAN PRESS—DATED 1956  
24 SHEET BOXES LIST \$3.45  
**YOU PAY \$1.72**  
**MERIT PHOTO SHOP**  
550-8th Ave. N. Y. 18, N. Y.

**NEW! G.E. PowerMite M2 FLASH BULBS**

**25% DISCOUNT**  
(CASE LOTS) Shipped Ppd. (120 LAMPS) NO C.O.D.'s

**SYLVANIA—OR—G.E.**

New PowerMite M2	\$ 9.00
blue	10.80
24 or 25	13.50
45 or 25	11.70
45 blue	14.40
24 or 25	13.50
411 or 40	15.30

WRITE FOR FREE CATALOG. Send for unusual savings in closeouts in all types of cameras, enlargers and accessories.

Established 1921

EXPORT SPECIALISTS EVERYTHING PHOTOGRAPHIC TRADES ACCEPTED

**COLUMBUS PHOTO SUPPLY CORP.**  
1949 Broadway New York 23, N. Y.

**5\* COLOR PRINTS**

2 1/4 x 3 1/4 .....5 for \$1.00  
3 1/4 x 4 1/2 .....5 for \$2.00  
5 x 7 .....5 for \$4.00

From any size transparencies. Our improved color process gives you the best color prints possible. Guaranteed Quality!

**Fast Service**  
Send film or write for information on complete color service

**MULTI-COLOR COMPANY**  
P.O. Box 54, Northridge, California

**35 MM DEVELOPING**

FILMS FINE GRAIN DEVELOPED...  
36 FULL SIZE 3 1/2 x 4 1/2 \$1.50  
ENLARGEMENTS

**free!** HIGHEST QUALITY PHOTO FINISHING! MAILERS AND OTHER OUTSTANDING OFFERS

**UNIVERSAL PHOTO SERVICE, LaCrosse 22, Wisconsin**

**LIGHTS OUT! HERE WE GO!**

**CLOSE OUT! 1/3 OFF!**

Four 35mm \$1.00  
COLOR SLIDE TITLES only

TB1. Here We Go!  
TB2. Wait'll see next one.  
TB3. Short Intermision.  
TB4. This is the End.

Bonus slide with \$2. orders.  
NEW! Personalized Title Series  
FREE Illustrated list. Sorry, no C.O.D.'s  
TITLE SLIDES, Box 88, Williamsbridge Sta., N.Y. 67, N.Y.

**PROFESSIONAL BUYER**

Will furnish one camera with accessories for your use, not for resale. Nominal service fee. (Except items strictly price-fixed.) Minimum transaction \$150 list. Reference in your vicinity. Bank Reference. Bonded. Rated. Chamber of Commerce. P.S.A. Bank escrow payment. Send inquiry in duplicate enclosing return envelope for quotation.

**CAMERA BUYER**  
13 Main Street Colchester 23, Connecticut

**Shoot Color! Make Money!**

We sell your pictures to a demanding market. Picture ideas furnished. Coaching service offered. Make \$100-400 per subject. Write today!

**AMERICAN COLOR AGENCY**  
7130 HOLLYWOOD BLVD. HOLLYWOOD 46, CALIF.

**Automatic Daylight Developing Tank**

- Processes up to 200 Ft.
- 8mm-16mm-35mm
- Movie—X-Ray—Microfilm
- Motor Driven—Portable
- Tough plastic tanks
- Uniform Density Assured
- 70mm tank also available
- Guaranteed

Write for Free Literature. Dept. M  
487 South Ave. Beacon, N. Y.

**11x14 COLOR PRINTS \$4.75 ea.**

**COLOR FILM PROCESSING**

Ansco • Anscochrome  
Ektachrome  
35mm, 20 exp. \$1.00  
120-620 Roll \$1.00  
Slide Duplicating 25c ea.

**Color Prints**

2 1/4 x 3 1/4	25¢
3 1/4 x 4 1/2	50¢
4 x 5	60¢
5 x 7	85¢
8 x 10	\$1.75
16 x 20	\$12.00

Minimum Order \$1.50  
No C.O.D.

**VALLEY COLOR LAB**  
Box 36538, Dept. M, Los Angeles 36, Calif.

**NEW JEN-DIP SAVES YOU \$16.00**

Change white bulbs to blue for better controlled color shots.

- Dip bulb in Jen-Dip Blue Label
- Dries in 5 Seconds
- Coats 400 Lamps

New Pouring Spout Beaker  
**ORDER \$1.50** TODAY with Beaker

**JEN, 419 W. 42 St., N. Y. 36, N. Y.**  
NEW FREE flash guide. Send self-ad stamp. envel.

**Sunset COLOR LAB PRINTS**

**5x7 COLOR PRINTS 85¢ ea.**  
(from 35mm only)

Color Prints from 1/2 35mm to 4 x 5 Trans.  
2 1/4 x 3 1/4 .....25¢  
3 1/4 x 4 1/2 .....50¢  
5 x 7 .....\$1.00  
8 x 10 .....\$2.00  
16 x 20 .....\$12.50

Color Slide Duplicating .....25c

**COLOR PRINTS 11x14...4.50 ea.**

**COLOR PROCESSING**  
Ansco, Anscochrome, Ektachrome  
35mm-20 exp. 1.00  
mid 120-620 .....2.00  
Min. Order 1.50—No C.O.D.

**SUNSET COLOR LAB**  
Box 46415, Dept. M • Los Angeles 46

**YOU CAN MAKE MOVIE TITLES IN SIX COLORS!**

Write today for a FREE A-to-Z Sample Title Test Kit. Make titles that are different... better and tailored to your taste. Try our method... FREE.

- Complete color or B&W Outfit \$6.50

**A-to-Z MOVIE ACCESSORIES**  
175 Fifth Ave., Dept. M, New York 10, N. Y.

**Learn NEGATIVE RETOUCHING**

Now for the first time in the history of Photography you can get a complete book on Negative Retouching—FULLY ILLUSTRATED—70 pages describing in detail HOW TO DO IT:

- Modeling • Spotting • Blending • Collecting • Proof Retouching • Etching • Commercial • Theatrical Retouching.

Plus a full set of paper negatives. A full refund if returned in good condition in 5 days. Send for yours today.

**\$195**

**DE SORE PHOTO PLACQUE CO.**  
Dept. K, 3723 Fullerton Ave., Chicago 47, Ill.

**ANSCOCHROME HEADQUARTERS!**

35mm (20 Exp.) Factory Notched Film only **110**

Ansco & Ektachrome 120, 620, 35mm (20 Exp.) Developed & Mounted only **75¢**

INCLUDE 4¢ FOR POSTAGE & INS. K.A. ROLL

**FILTON CAMERA EXCHANGE**  
148 FULTON STREET NEW YORK 38, N. Y. Dept. M

# P H O T O M A R T . . .

## 8x10 COLOR PRINTS

**\$2.00**

All Orders Returned 1st Class

**ANSCOCHROME & EKTACHROME**  
rolls processed—120, 620 and 20 exp. 35MM (mounted).....\$1.00  
**KODACHROME** — 20 exp. \$1.25  
35 MM duplicates 20c each  
**KODACOLOR C** processed 90c  
roll. Prints 27c each, 5x7—\$1.25, 8x10—\$3.00.  
Minimum Order \$1.00—No C.O.D.

**LOW PRICED COLOR PRINTS**  
2 1/4 x 3 1/4 .....30c  
3 x 3 .....40c  
3 1/2 x 4 1/2 .....50c  
4 x 5 .....75c  
5 x 7 .....\$1.25

**ACME COLOR PHOTO LAB.**  
Box 6025-M Minneapolis, Minnesota

## YEAR ROUND DARKROOM VENTILATION



Clears the average darkroom in approx. 2 minutes. Gives year around comfort. Fits into any wall in minutes—plug into any 110V AC outlet. Precision built motor has self oiling bearings. Eight inch 5 blade synco balanced fan is whisper quiet. Finished with handsome brown wrinkled enamel and aluminum trim. 12" diam. 6 1/2" thick, 9 lbs. in weight. Specially baffled inside to keep light out of darkroom. Unconditionally guaranteed. See your dealer or buy direct for low price of \$24.50 postpaid. Send Money order or check to

**STRATFIELD COMPANY**  
404 Grand St., Bridgeport, Conn.

## Finest COLOR PRINTS

Lowest Prices in the EAST!

Prices are for one or any number of different films.  
5 for \$1.00 .....2 1/4" x 3 1/4"  
5 for \$2.00 .....3 1/4" x 4 1/2"  
5 for \$4.00 .....5" x 7"

Our modern laboratory has the latest equipment that guarantees the finest, brilliant color print transparencies. Try us... we guarantee satisfaction. FAST SERVICE.  
Send film or inquire about our complete color service.

**Cardinal COLOR**  
Box 5044, Albany, New York

- GUARANTEED FRESH FILM
- EXPOSURE GUIDE INCLUDED
- LEADER BOTH ENDS OF FILM

Prices include processing and Mtg.	Indoor or Outdoor Ansochrome ASA 32	B&W ASA 200	B&W ASA 100	B&W ASA 50
8mm roll	\$2.40	\$1.50	\$1.20	85c
8mm mag.	2.90	2.00	1.70	\$1.35
16mm 100'	6.75	4.00	3.00	2.00

**PROCESSING SERVICE OF B&W ONLY**  
8mm roll .....40c 16mm 100' .....75c

**REGENT FILM CO.**  
200 W. 57th St. N.Y.C. 19

## RICHARD PRINT WASHERS

For both—amateur and professional. Prints kept moving, can't stick. Sturdy STYRON construction. Save time and water. Two sizes: 18 inch—60 DW 8 x 10's washed clean in 20 minutes; 30 inch—125 DW 8x10's washed clean in 20 min. Low cost. Ask your dealer.

**18" DELUXE \$24.95**  
**30" PROFESSIONAL \$64.50**

**RICHARD MFG. CO.**  
5914 N. NOBLE AVE.  
VAN NUYS, CALIF.

**FREE FOLDER**

## MOUNT YOUR COLOR TRANSPARENCIES IN ARME KWIK MOUNTS

Always ready to use—no sealing—no glueing—no bothering—no fuss. Sturdy, accurate, self-aligning and centering. 2X2 KWIK MOUNTS packed 100 per box \$3.00 for 35mm. 2 1/2 x 2 1/2 inch. Minox, 16mm, Robot, Bantam or SUPER. For Rollei and other 2 1/2 x 2 1/2 inch, size cropped to fit 2X2 mounts. Also for single transparency of Realist, Busch or Iloca. packed 50 per box ---\$2.25. STEREO KWIK MOUNTS packed 100 per box ---\$2.95. fit transparencies for Realist, Revere, Eastman and all other like stereo cameras. For Busch Versacolor or Iloca and for 35mm cameras using Stereo Tach or other attachments used for taking stereo.

**INSIST ON KWIK MOUNTS—Sample FREE on request**  
At your Dealers or order direct  
The Arme Co. Ltd 827 S. Wabash Ave. Chicago, Ill.

## P&J COLOR PRINTS

**8x10—\$1.50 EA.**

From 1/2 35mm to 4x5 Trans.

**COLOR FILM PROCESSING**  
Anso, Ansochrome, Ektachrome 20 exposures (mounted) .....\$1.00  
35mm 120-620 .....\$1.00  
35mm Slide Duplicating 25c ea. Mtd. Roll  
Minimum Order \$2.00. No C.O.D.

**P & J COLOR PRINTS**  
P.O. Box 46125 • Dept. M • Los Angeles, Calif.

## 35mm M.P. Multi Printer

Automatically holds and aligns film strips. You make multiple prints the Fast, Safe, Easy, Professional way. Free brochure on request.

Model A, One exposure, 36 prints on 8x10" contact or enlarging paper.....\$9.95  
Model B, Continuous strip, 6 frame printer.....\$3.95  
Sent Post Paid in U. S. A. Money back if not satisfied.  
**M.P. Mfg. Co., Box 78, Dept. M, Brooklyn 23, N. Y.**

## KODACHROME DEVELOPED & ENLARGED

8 Exposures complete .....\$2.25  
to size 3 1/2 x 5 .....You save \$1.27  
12 Exposures complete .....\$3.25  
to size 3 1/2 x 3 1/2 .....You save \$1.49  
Full credit for all negatives not printed  
KODACHROME prints .....25c

**KODACHROME**  
Movie Film Processing  
8mm 25 ft magazine with mag .....\$1.75  
8mm 25 ft roll .....1.10  
16mm 50 ft magazine with mag .....1.00  
16mm 100 ft roll .....2.50

**35 MM** .....120 exposure .....1.00  
in slide mounts (136 exposure) .....1.75

**SEND FOR PRICE LIST & FILM MAILERS**  
**BELL COLOR LABS.**  
Dept. N, Englewood, New Jersey

## SLIDE CHUCKLES

IN FULL COLOR  
Keeps 'em Awake!  
2x2 COMIC TITLES  
SEE THEM AT YOUR PHOTO DEALER  
PRODUCED BY  
**HOLLYWOOD FILM SERVICE**  
READING, PA.

## GUARANTEED PHOTO FINISHING

**8 EXPOSURES 30¢** Custom Photo Finishing  
Absolutely Guaranteed

8 exp dev and 1 JUMBO Album Print of ea 30c  
12 exp 50c, 16 exp 70c 35mm 36 exp fine gr dev and jumbo pps \$1.10 INTRODUCTION OFFER ONLY!  
FAST SERVICE + FREE MAILER ON REQUEST  
**FLASH FOTO** BOX 36-E  
PARKVILLE STA. BROOKLYN 4 N Y

## 3V & PANORAMIC TITLER FOR MOVIES

With the 3V make titles on-the-spot SUPERIMPOSED on moving scenes...EVEN WHILE PANNING!



TITLE as you shoot with 3V lens attachment  
PARALLAX FREE viewfinder  
NO FILM WASTED. titles are SUPERIMPOSED ALWAYS start a reel with a title, it's SIMPLE—no splicing needed—centering is easy and accurate. LIGHT WEIGHT and compact for carrying with camera—FOR ALL CAMERAS 8 & 16mm—use indoors or out. PRICE: 3V KIT & TITLER with board, 100 letters & figures, light unit & instructions .....\$39.50  
**DAVIS & SANFORD CO., INC.** ppd.  
Dept. M, 28 Avenue E., New Rochelle, N. Y.  
See Us—South 98, Int'l. Show, Wash., D.C., Mar. 22-23

**DEALERS—WRITE FOR OUR SALES PLAN!**

## FREE 35MM FILM

To introduce our 35mm double weight deluxe quality B&W finishing service we are offering a FREE 35mm roll of film with every roll of 35mm sent in for developing. Your film will be fine-grained developed and then chemically hardened against scratching. We will then print and expose each negative individually on Double Weight velvet luster portrait type paper. All prints are the large 3 1/2 x 5 inch size. Free Mailers. 48 Hour lab service. Limit Five free rolls to a customer. 20 Exp roll \$1.75—36 Exp roll \$2.75.  
**VALUE 35MM LAB** P.O. Box 38888 C.I. Station Bklyn, 24, N. Y.

## We can sell your top quality color transparencies

to high paying editorial, advertising, calendar markets. We need fine domestic and foreign scenes, farm, children, girl subjects, family situations, sports, industry, etc. Send samples 2 1/2 x 2 1/2 up to: A. Brackman, Pres. Prompt reports.  
**F P G 62 W. 45th St., New York 36, N. Y.**

## COLOR SLIDE DUPLICATING

35mm Mounted  
Finest quality, sharpest reproduction. One of the West's oldest color slide duplicators.  
**20c EACH**

24 Hour Color Film Processing  
Anso, Ansochrome, Ektachrome  
QUALITY COLOR PRINTING ALSO AVAILABLE  
**STEDCO PHOTO**  
7610 Melrose Ave., Dept. M, Los Angeles 46, WE 6-0658.

## Index your color slides with NUMBATABS

NUMBATABS keep your slides in sequence, right side up... save time... embarrassment. Makes for smooth professional showings. Index your stereo slides, film holders, negatives, lens filters, motion picture reels. All Orders Postpaid.  
**NUMBATABS • P.O. Box 111 • Rochester 1, N. Y.**

Numbers 1 to 100...25c  
Numbers 1 to 500...\$1.25  
Numbers 1 to 1000...\$2.50  
Four alphabets.....25c  
Available in the following colors: Red, Blue, Green, Orange, or Black. Specify color when ordering.



**PICK OFF TAB**  
**APPLY WITHOUT MOISTENING**

PROCESSING OF  
**KODACHROME**  
"Valued Shots Deserve Our Care"

**20c COLOR PRINTS**  
2 1/2 x 3 1/2 From your transparency!

4x5-50¢ 8x10-1.95  
5x7-95¢ 8x10-1.95  
3 1/2 x 5...40¢  
White Border

**35mm dev & mtd**  
20 exp \$1  
36-1.75  
8mm mag  
MOVIE-75¢  
Roll-Type 1.10

**ANSCHROME EXTACHROME ANSCOLOR**  
**75c**  
120,620 dev  
35mm (20 exp) dev & mtd

**MASTER COLOR LABS**  
Send for Free Mailer  
GPO Box 30L, Newark 1, N. J.

**MOVIE FANS**  
**8mm and 16mm DUPLICATES**

16mm REDUCED TO 8mm  
8mm ENLARGED TO 16mm

COLOR .....9¢ ft. REVERSAL PROCESSING  
B&W .....4¢ ft. 16mm x 100 ft. ....\$1.00  
(Min. Order \$3.50) 16mm x 50 ft. .... .75  
8mm ..... .50

**MAIL ORDER ONLY • FAST SERVICE**  
**COMET FILM SERVICE**  
P.O. BOX 447, Great Neck, New York

**It's DUMONTS for BARGAINS**  
ALL MERCHANDISE BRAND NEW!

ANSCO CHROME, EASY LOADER (820 Exp. rolls), Reg. \$9.95 special **\$7.35**  
AMCON-7x35 IF BINOCULARS **24.53**  
with case, reg. \$52.00 ..... special  
MANSFIELD POCKET TITLER **4.79**  
Reg. \$6.95 ..... special  
ILFORD HPS #120 Film, ASA 400, 5 rolls for only **1.90**  
5x7 ENLARGING PAPER FRESH **1.50**  
Reg. \$2.50 ..... special  
DALITE 40x40 CHALLENGER **17.37**  
Reg. \$26.50 ..... special

Write for Our Used Bargain Camera Price List  
Order by Mail Now and Save

Please include Sufficient Postage with Your Remittance. Otherwise Balance Will be C.O.D.

**DUMONTS 34th ST. CAMERA EXCHANGE**  
150 East 34th St., Dept. 193, New York 16

**HAS "TIRED PRINTING" GOT YOUR PICTURES DOWN?**

Your pictures get a new professional look when done in our Quality Photo Lab.

FILMS are fine grain developed in Finex-L carefully inspected

ENLARGEMENTS are cropped to your specifications, spotted with care... finished to your instructions

COLOR PRINTS are printed on type C paper from color slides or color negatives

COPY NEGATIVES from B&W and color originals

Write for price list and mailing bags

The Laboratory for Professionals and Advanced Amateurs

**LECO PHOTO SERVICE**  
established 1939

11 W. 42nd Street, Dept. M-2, New York 36

**LOW PRICES!**  
**COLOR PRINTS 20¢**

2 1/2 x 3 1/2...25¢ (ANY TEN 20¢ EACH). SQUARE  
120-620 FILM WILL BE MADE 2 1/4 x 2 1/4

3x4...35¢ 5x7...\$1.00  
4x5...45¢ 8x10...2.00  
FILM DEV. ANSCO OR EKTA \$1.00

DEV. BY KODACHROME 20 EXP. 1.35  
KODAK KODACOLOR FILM .70  
KODACOLOR PRINT .27

MINIMUM ORDER \$1.00. INCLUDE POSTAGE.

**WASHINGTON COLOR PHOTO**  
P.O. BOX 1605 • WASHINGTON 13, D. C.

**35mm DUPES 20¢ PER SLIDE**

**GET THE BEST**  
from your PANATOMIC X, ADOX and other fine grain films.

Develop them in new, convenient,  
**EDWAL FINE GRAIN CONCENTRATE #2**

Especially designed for sharp detail on new, thin emulsion films. Economical 4 oz. bottle makes 4 pints and develops 12 rolls for only.....49¢.

**Edwal SCIENTIFIC PRODUCTS CORP.** 420 W. 111th St. Chicago 28, Ill.

## Classified Ads...

Classified Want Ads may be inserted in MODERN PHOTOGRAPHY by any reliable individual, camera dealer, or specialty house. To avoid chance of error, submit copy typed. Terms: 55¢ a word. Each word, including each item in the address, counts as one word. Send cash with order. 5% discount for 6 consecutive insertions, 10% discount for 12 consecutive insertions, if entire bill is paid in advance. Forms close on the 25th of each month.

### cameras, accessories for sale

**CHICAGO'S LARGEST CAMERA TRADING CENTER**—Cameras, lenses, accessories—purchased, sold, traded—by mail, new or used! OPEN EVENINGS for Chicago visitors! **CHROMOPTICS**, 943 N. State, Chicago 10.

**CANADIANS** send for bargain list, new & used equipment. **Simon's Camera Exchange**, 11 Craig West, Montreal, Canada.

**PROFESSIONAL** Buyer will furnish one camera with accessories for your use, not for resale. Nominal service fee. (Except items strictly price-fixed.) Minimum transaction \$150.00 list. Reference in your vicinity. Bank Reference. Bonded. Rated. Chamber of Commerce. P.S.A. Bank escrow payment. Send inquiry in duplicate enclosing return envelope for quotation. **Camera Buyer**, 13 Main Street, Colchester 20, Connecticut.

**NO TRICKS, NO GIMMICKS, STRAIGHT TALK, INTEGRITY**, Altman's, 64 E. Monroe, Chicago 3, Ill.

**CHICAGO VISITORS, BROWSE OR BUY**, you are always welcome, Altman's, 64 E. Monroe, Chicago 3, Ill.

**ALTMAN BUYS, SELLS, TRADES**, Altman's, 64 E. Monroe, Chicago 3, Ill.

**GUNSTOCK for LEICA** \$85.00, ask for literature. Altman's, 64 E. Monroe, Chicago 3, Ill.

**GUNSTOCK for Exakta** \$69.50, ask for literature. Altman's, 64 E. Monroe, Chicago 3, Ill.

**QUALITY—SERVICE—PRICE!** Altman's, 64 E. Monroe, Chicago 3, Ill.

**FINE LENSES! AMAZING PRICES!** 8" F 2.9 \$28.50, 14" F 5.6 \$32.50, 20" F 6.3 \$45.00, 36" F 6.3 \$85.00, 7" F 2.5 Aeroektars \$42.50, Baer's, 741 State Street, Lancaster, Penna.

**DISCOUNTS UP TO 50%** except fair trade items—Cameras, projectors, tape recorders, lenses, Hi-Fi, Stereo. Write for individual quotations, no catalogs. **Classified Camera A**, 2375 East 65th Street, Brooklyn, N. Y.

**SLIDE Trays**. Fit TDC changers. Sample 50¢. Dozen \$4.50 postpaid. Free bargain list. **Bel-Park Photo**, 3144 N. Cicero, Chicago, Illinois.

**FREE NEW BARGAIN BOOK! BIG SAVINGS**. Central Camera Company mail order headquarters since 1899. Dept. 422, 230 South Wabash Avenue, Chicago 4, Illinois.

### wanted to buy

**HIGHEST PRICES PAID** for Leica, Contax, Rolleis, Reflex, Movie Cameras, Projectors. Ace Camera Exchange, 136 East 58th Street, New York MP-22, N. Y.

**CASH IMMEDIATELY** for the following **CAMERAS, LENSES, ACCESSORIES**: Alpas, Bell-Howell, Bolex, Canon, Contaflex, Contax, Exakta, Foton, Hasselblad, Leica, Linhof, Medallist II, Nikon, 4x5 Pacemaker and Crown Graphics, Retina II-a, Retina III-c, Rolleiflex, Zeiss Super Ikonette, we pay what we say, Altman's, 64 E. Monroe, Chicago 3, Ill.

**IMMEDIATE AIRMAIL PAYMENTS**—Chicago's Largest Camera Trading Center offers **TOP PRICES** for Cameras, Lenses, Accessories in excellent condition! **CHROMOPTICS**, 943 N. State, Chicago 10.

### camera repairs

**SPECIALISTS** in Foreign and Domestic camera repairs. Lens polishing, re-cementing, re-focusing. Bellows installed. Rangefinders repaired, sync. Repairs guaranteed up to one year. **Chicago Camera Specialists**, 17 N. State St., Chicago 2, Illinois.

**CANON CAMERAS**—Complete service, all models. Work guaranteed. Send camera for free estimate. **International Camera Corp.**, 847 W. Adams, Chicago 7, Illinois.

**ALL MAKES REPAIRED**. Flash installed. **EMPIRE CAMERA SERVICE**, Box 77-M, Times Square Station, N. Y. 36.

**COMPUR**, Pentacon, Contaflex, Graphic, Wolensak, Kodak, Zeiss Ikon, Ilex, Leica, Prontor, Argus and Robot Shutters a Specialty (Prompt Service). **CENTRAL STATES CAMERA REPAIRS**, 3116 E. Douglas, Wichita 8, Kansas.

**NEOPRENE** coated curtains installed in Leica, Exakta, Foth, Korelle, Canon, Nicca, Nikon. B&V Camera Repair Service, 21 E. Van Buren St., Chicago 5, Ill.

**LENSES** made and repaired. Hard coating for sharper pictures, faster speed. Recementing, repolishing, light scratches and haze removed. Complete binocular repairing. Guaranteed workmanship. Send lenses or binoculars or write for free estimates. **Gould Lens Service**, 26X Franklin Ave., Binghamton, N.Y. Free descriptive folder.

**EXPOSURE METER REPAIRED**. Three day service. **EMPIRE CAMERA SERVICE**, Box 77-M, Times Square Station, N. Y. 36.

**FOREIGN**—Domestic Camera Repairs—15 years experience; six years with inventor of Contax (Zeiss) assure 100% efficient service by highly qualified technician. Internal synchronization installed on Contax, Leica, Rollei, etc. Factory authorized Service Station for most American Manufacturers. **Strauss Photo-Technical Service**, 930 F St., N.W., Washington, D. C.

### binocular repairs

**GUARANTEED** Repairs, Adjustments All Binoculars—Telescopes, Fast Service, Free Estimates. **CHAS. WOLFE COMPANY**, 167 Canal Street, New York, New York.

### photo supplies

**MODEL Releases**—100 \$1.00. Studio, Box 1143, Santa Barbara, Calif.

**ALBUMS!** Wedding, Commercial. Photographer and customer's names in gold. **MOUNTS**, Sales Aids. Free catalog! **Crestwood**, 3601 West 71st, Kansas City, Missouri.

**PHOTOMOUNTS**: Send \$2.00 large assortment Folders, Easels. **WEDDING ALBUMS**. Wholesale Price Lists. **Robin Mounts**, 262 W. 22nd St., New York.

**ALPHABET**, numerals, characters. Make various size signs, titles, etc. in your 35mm enlarger. 45 full frames. **Guaranteed**. Send \$2.00 check or M.O. **Photronics**, Box 7063, Baltimore 16, Md.

### photo finishing

No **NEGATIVE**? Send \$1.00 for new negative and two 5x7 enlargements, from picture, transparency, colorslides, colorprint, stereoframes. Your pictures converted into highest quality black and white and color projection slides. Direct Positive film delivered and reversed. **Developed**. **Curiophoto**, 1187 Jerome Ave., New York 52, N. Y.

**PROFESSIONAL** Enlargements. Candid—Commercial—Portrait. Hand processed on double weight Matte, Glossy or Silk Paper. 4x5—15¢; 5x7—25¢; 8x10—40¢. Cropping when requested. Minimum order \$1.00. Remittance with order. **Martin Photo Service**, P. O. Box 325, Flushing 52, N. Y.

### stereo photography

**AMERICA'S MOST BEAUTIFUL STEREOs**. Free illustrated catalog. **Colonial**, 247D, Swarthmore, Pa.

**KODACHROME STEREO SLIDES**: Send for free list. Studio 53, 138 W. 53rd Street, New York 19, N. Y.

**COMPLETE** Listings: Glass, Plain; Second to none. **Dixie Stereos**, Box 8117, Ensley, Alabama.



QUALITY color stereos of the Great Outdoors! "Mountain Wonderlands," Wildlife, etc. Send \$1.00 for guaranteed sample, listing. Louis Ell, 418 North Spruce, Ogallala, Nebraska.

## photos, b & w slides

2x2 SLIDES from any size negative. Mounted, 15c each. Miller Slide Service, Holdrege, Neb.

TRANSPARENCIES: 35mm mounted 7¢. Optical reductions mounted 13¢. Kirwin Slidefilm Laboratory, Crystal Lake 1, Illinois.

2x2 B&W MOUNTED slides from any size negative, 15¢; unmounted 10¢. From photos, mounted 30¢; unmounted 25¢. Colorslides from your Kodacolor prints, 40¢. Large selection of Title Slides available, write for list. Slide Service, Box 123, Fredonia, Kansas.

2x2 slides from any size negative, 15¢. Quality work, satisfaction guaranteed. Projection Slide Service, Box 180, Stevens Point, Wisconsin.

## oil coloring

Oil coloring photographs can be a fascinating hobby or profitable sideline for those with artistic talent. Learn at home. Easy simplified method. Send for free booklet. National Photo Coloring School, 835 Diversey Parkway, Dept. 1113, Chicago 14.

## color photo finishing

PROFESSIONAL QUALITY—EKTA-CHROME—ANSCOCHROME processed—mounted \$1.00. Fast Kodachrome—Kodacolor Service. Send for Prices. National Color Corporation, Box No. 55H, Northside Station, Atlanta 5, Georgia.

INTRODUCTORY Offer: Color Film developed 50% off. Kodacolor—75¢ roll. Ansco and Ektachrome—50¢ roll. Send your film today. Free mailing envelope. Eastern Color Studios, Box 125, Bridgeport 1, Conn.

## movies, movie film & titles

5,000 NEW—USED 8-16mm Silent—Sound Films. International-D, Greenvale, New York.

SAVE 50%! Guaranteed-fresh color, b&w movie film! 8mm, 16mm. Free catalog! ESO-G, 47th Holly, Kansas City 12, Missouri.

Free Catalog—New 8-16 MM Film Now available. Best Rite Sales Co., PO Box 357, Times Square Station, New York 36, N.Y.

FREE CATALOG New 8 & 16mm releases now available. Box 14, Midtown Station, New York 18, N.Y.

8MM—16MM KODACHROME MOVIES. Travel, Adventure, Wild Animals. Free Illustrated catalog, Colonial, 247-D, Swarthmore, Pa.

FREE! BLACKHAWK'S big sale catalog new and used 16mm, 8mm. films; 2"x2" color slides; used 16mm. sound projectors. Biggest stock in U.S.A. Blackhawk Films, 1704 Eastin, Davenport, Iowa.

16MM. Sound, Films and Projectors. Free Bargain List. Also 8MM. Specify Film Size. Write National Cinema, 71 Day St., N.Y.C.

LARGE Selection 16mm sound features and shorts projectors cheap. Bedner, 5300 So. Talman, Chicago.

"SURPRISE" assortment 8-MM colorful titles, \$1. Postpaid. Guaranteed. LeMoine Films, Nevada, Mo.

HUGE listings, color, B&W sports, comedies, travel, musicals, etc. Catalog Free. Turke Films, 423 S. Lincoln St., Hinsdale, Illinois.

MOVIE CLASSICS, 8mm-16mm. Send Stamp. Box 2030, Philadelphia 3, Pennsylvania.

CLIP This Ad for Imperial's "Get Acquainted Offers" at Give-Away Prices! Brand New Official 16mm 400 Musical Sound Film Regularly \$19.75, only \$3.95. 800 ft. Used 16mm Sound Musicals (8 100 ft. Subjects) \$5.00. (Add 25¢ for handling) MONEY BACK IF NOT SATISFIED! Thousands 16mm, silent, sound, 8mm Titles at DEALERS' PRICES. Big Savings on Equipment. Free catalog (send 6¢ stamps for mailing) Imperial Enterprise, Inc., Dept. M, 34 Park Row, New York 38, N.Y.

16MM FILMS for the connoisseur. Free Brochure. Studio, 138 West 53rd Street, New York City.

## color slides

SPECIAL ask for our GLACIER PARK APPROVAL SELECTION of 36 slides. Or make up your own approval selections from thousands of slides in our catalog, THE SCENIC WEST. Quantity discounts. Douglas Whiteside, Yosemite, California.

BEAUTIFUL COLOR SLIDES 10c each. Send time for sample and latest issue "Slide News". SLIDE SUPPLY, Box 1031, Canton, Ohio.

155,000 slides in stock insures quick delivery. 10,600 subjects offers wide choice. Production by Captain M.W. Arps, U.S. Navy, retired insures satisfaction. Send 9¢ (stamps) for new 72 page catalog of United States, Canada, Mexico, and Cuba. If interested in other countries, add 2¢ for each country requested as these separate lists. Worldwide coverage (70 countries) available. RoLoc, Box 1715, Washington 13, D. C.

15 Beautiful colored slides \$1.00. Sample, catalog 20c. Over twenty million sold! Sanford Company, Bellevue, Ohio. (Established 1941.)

COLOR SLIDES Domestic and Foreign. Largest selection. Write for FREE SAMPLE and Catalog. SLIDES, Gardena, California.

COLORSLIDES from your own kodacolor-prints, 50¢. Superslides 75¢. Curiophoto, 1187 Jerome Ave., New York 52.

THREE SLIDES OR STEREOS plus Catalog, \$1.00. Movies, Hollyslides 5880 A Hollywood, Hollywood 28, Calif.

COLORSLIDES, Travel, nature, etc. Free list. Sample 30¢. Kelly M. Choda, 732 Ursula Street, Aurora 8, Colo.

ANTIQUE AUTOMOBILES. Over 200 "old-timers." Illustrated catalog FREE. Universal, Box 779T, Beverly Hills, California.

2x2 TITLE SLIDES in color. Large selection available. Also color slides of all 48 states, and over 60 foreign countries. Write for free lists. Slide Service, Box 123, Fredonia, Kansas.

MUSEUM ART, 2x2 Color Slides Send \$1.00 for 3 samples & catalogs. ARTCO, Box 455M, Van Nuys, California.

ALASKA and its Wildlife. 400 best quality color slides of big game, scenes, towns and Eskimos. Send 25¢ coin or stamps, for sample slide. Free catalog. NORTHERN COLOR FILM CO., Box 12, Cooper Landing, Alaska.

COLORFUL TITLE SLIDES. America's largest selection. Sample 25¢. Satisfaction guaranteed. Colonial, 247-D, Swarthmore, Pa.

MISS America Pageant Slides—8 Colorful slides covering the pageant for only \$2.00 OR 20 SLIDES FOR \$5.00. Miss America Pageant Slides, Box 433, Atlantic City, New Jersey.

CLEVER TITLES, Locomotives, Stage Coaches, Circus Wagons, Trolley Cars, Disneyland, Travel Slides, etc. Illustrated Catalog and Sample FREE. Universal, Box 779M, Beverly Hills, Calif.

SEE 1957 Rose Parade. Front-row seats to world's most fabulous pageant. From professional Kodachromes by official photographers at choicest locations along Tournament route. Wholesale-priced. 36 gorgeous 35mm color slides, all winners, \$7.00. Entire parade, 62 PERFECT 2x2 slides, \$10.00. Stereo-Realist, 20 best \$9.00. Postpaid. No finer slides available anywhere at any price. Our 6th year of satisfaction GUARANTEED or money back! Free! Extra bonus slides to first 500 orders. . . title added beauty Queens, plus professional script. Send check, cash, or Money Order TODAY. Color Control Co., Dept. M-3, 1538 Cassil Pl., Hollywood, California.

PILGRIM the better quality color slides on approval. Scenic, historic New England, Lexington, Concord, Salem, Gloucester, Boston, Maine, New Hampshire, Niagara Falls, Ausable Chasm, Santa's Workshop, New York City, United Nations, Washington, D. C., Carolina, Georgia, Florida, National Parks, Indians, West Coast, Bermuda, West Indies, Mexico, Europe, South Africa, and many others. Send 25¢ for large 84 page catalog refunded with first order. HENRY COBB SHAW, 105-2 Washington St., Boston 8, Mass. Wanted—Original slides of the world. Write for details.

SAMPLE 25¢, 10, \$1.10. "HOPSON QUALITY" 2524 Sichel, Los Angeles 31, Calif.

PIKES Peak Region color slides—listing and color slide 25¢. Write, Thirty-Five Slides, Green Mtn. Falls, Colorado.

RODEO! Bucking Broncos. (sample 25¢) Free list. Unusual Slides, 1104 N. 16th, McAllen, Texas.

2x2 color slides mounted from any photo 50¢, B&W from any photo 35¢ or any negative 15¢. Anderson, R.R. #12, Box 211-B, Indianapolis 44, Indiana.

## schools and instructions

PHOTOGRAPHY FOR PLEASURE or profit. Learn at home. Practical basic training. Long established school. Free booklet. American School of Photography, 835 Diversey Parkway, Dept. 2123, Chicago 14.

CAMERA REPAIRMEN greatly needed! You can learn manufacturers' service methods at home, in your spare time! FREE, big, illustrated book tells how! Write today, NATIONAL CAMERA REPAIR SCHOOL, Dept. C-3, Englewood, Colorado.

## business opportunities

Your envelopes addressed accurately, reasonably. Fast Service. We have capable addressers in your city. GLENWAY SYSTEM, Box 6568, Cleveland 1, Ohio.

CAMERA REPAIRMEN greatly needed! You can learn manufacturers' Service methods at home, in your spare time! FREE, big illustrated book tells how! Write today, NATIONAL CAMERA REPAIR SCHOOL, Dept. Y-3, Englewood, Colorado.

\$10,000.00 YEARLY with your camera. "Photographers Market Guide" Lists best buyers. Tells how and where to sell your pictures. . . Nationally advertised \$2.00, with this advertisement only \$1.00. Gem Publications, Dept. 2-MA, Linwood, New Jersey.

YOU can Make Money at home in spare time taking magazine renewal subscriptions. No capital or experience necessary. All supplies furnished. Write Today! McGregor Magazine Agency, Dept. 810, Mount Morris, Illinois.

BIG MONEY in Photography. Train quickly at home with America's largest photographic school. Easy payments. Approved for Veterans. Send for Free, illustrated book. New York Institute of Photography, Dept. C-117, 10 West 33rd Street, New York 1.

WHOLESALE CATALOG! 30-80% Discounts! Appliances, Musical Instruments, Typewriters, Tools, Watches, Jewelry, Cameras, Housewares, etc. No fair traded goods are included. Consolidated Distributors, 1300 Main, Clifton 21, New Jersey.

LEARN Photo-Negative (Portrait) retouching. Men, Women. \$5.00 hour possible spare or full time at home. Easy, glamorous. Work for Photographers by mail order. Full details sent FREE. Duval, 100 So. Vermont, Los Angeles 4.

\$200. MONTHLY POSSIBLE. Sewing Babywear! No house selling! Send stamped, addressed envelope. Babyguy, Warsaw 74, Indiana.

TURN YOUR PHOTOS INTO DOLLARS. We print etchone postcards wholesale. You sell at high profits, Large Market. Free details. R. W. Boberg Company, 526 Copeland Avenue, La Crosse, Wisconsin.

## help wanted

AMATEUR or FREE LANCE PHOTOGRAPHERS! Wonderful opportunity to become a professional SCHOOL PHOTOGRAPHER with America's leading studio. Photographic equipment and sales supervision furnished. WE NEED ambitious men in territories east of Mississippi River for permanent good-paying jobs. Alston Studios, Inc., 110 East St., E. Weymouth, Mass.

CAMERA REPAIRMAN WANTED—World's largest camera repair and service organization is looking for capable beginners. Will train you in all phases. Excellent salary and future. Write complete letter, giving age and work history if any. International Camera Corp., 844 West Adams Street, Chicago 7, Illinois.

## miscellaneous

FREE Illustrated Hypnotism, Self Hypnosis, Catalogue. Write: Hypnotist, 8721 Sunset, Hollywood 46MP, California.

LEOTARDS, Bikinis, costumes. Send \$1.00 for actual photos. Stan Stanton, Liberty 1, New York.

Mount your photos into pins, earrings, tie clasps, etc. Amazing possibilities. Send dime for illustrated brochure. Milady, G.P.O. Box 1328, N. Y. 1.

Dance, Pin-Up Costumes, Bikinis, Opera Hose, Tights. Catalog 50¢. Quinco, Box 422B, Quincy, Mass.

PINUP Costumes for Glamour Photographers—Bikinis, Leotards, Mesh Tights, Lingerie. Catalog, lists, \$1.00. Costume Center, 1755 8th Street, Riverside, California.

FREELANCERS ATTENTION! Register now, free. No obligation. For details and application blank write Accredited Press, Lawrence 2, New York.

MIRROR one side; transparent from other side. Photograph people unaware. 8"x10", \$2.00. 16"x20", \$5.00. ONE-WAY MIRROR, Dept. MP-6, Box 625, Mt. Vernon, N. Y.

MODEL Releases, Adult-Minor, 100—\$1.00, Elichs, 3035-B Marvin, Toledo, Ohio.

WASP-WAISTED CORSETS! Photo Catalogue, \$1.00. Fincraft, Box 442M, Hollywood, Calif.

POST Cards from your photo. 500, \$9.95; 1M, \$15.00. Van Allen Press, Clinton, New York.

DON'T Retouch. Make beautiful portraits with any enlarger. Complete set Blend-O-Ray Screens mailed postpaid. Send \$1.00. Nichols Photo, Bristol, Pa.

PIN-UP togs catalogue 25¢ (cash). Riviera, Dept. MC, 39 West 46th Street, New York.

PHOTOGRAPHERS! Our Negatives illustrate proper posing techniques. 6 2 1/4"x2 1/4" a, \$3.00. Rolart, 20W Jackson, Suite 602M, Chicago 4.

PHOTOGRAPHERS—artists. Learn proper posing techniques. 18 photos, \$1.00. 41 for \$2.00. 35MM color slides 4 for \$1.00, 10 for \$2.00. 8MM, 50 ft. movies, \$3.50. 16MM, 100 ft. movies, \$6.50. Pelton, Dept. #138, Box 5967, Chicago 7, Ill.

# Today . . . !

If you are an Exakta owner (or if you are thinking of becoming one) don't put off writing to Seymour's. Send in the coupon right away before it slips your mind again!

When you order your Exakta camera and accessories from Seymour's your mind is at ease: You simply *know* that you are getting the most carefully selected equipment and the most highly corrected lenses. You simply *know* that you receive equipment, tested and checked by the people who are proud to be called

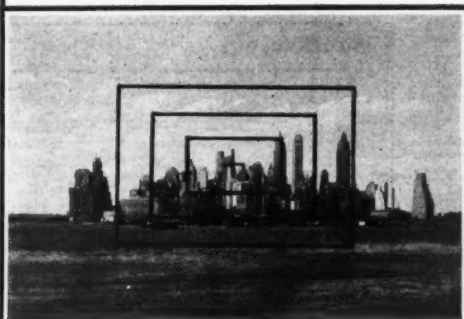
## EXAKTA SPECIALISTS

If you are thinking of getting an Exakta, write for complete details. You will soon be convinced that it is to your advantage to buy your Exakta from the only Exakta Specialists in the country—from Seymour's, where your camera has a "home" as long as you own it.

And if you already own an Exakta, be sure to get on our mailing list to receive the latest information about your camera and its accessories.

# SEYMOUR'S

the Exakta Specialists  
350-D West 31 St.,  
New York 1, N. Y.



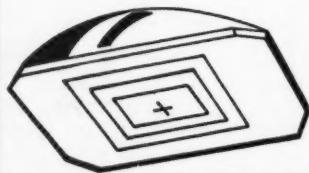
### New! Lens Selector New!

Select the correct lens without actually switching lenses in your camera.

This new groundglass insert for the PentaPrism shows clearly defined outlines projected on the image in the viewfinder.

Shows fields of: 100mm/105mm, 135mm/150mm, and 240/250mm lenses when used with normal lenses of 50mm, 55mm, or 58mm.

Comes with center cross for exact positioning of image.



List Price \$12.50

**Introductory  
Special**

**\$7.35**

postpaid

We shall be waiting to hear from you.

*Earl F. Seymour*

Earl F. Seymour



To: Seymour's. The Exakta Specialists, 350-D West 31 Street, New York 1, N. Y.

☐ I do not own an Exakta.

Please send me descriptive literature, price list, accessory list, and a sample copy of your Exakta News.

I am especially interested in ☐ 35mm ☐ 2 1/4x2 1/4

☐ I have an Exakta (Model )

Please send your Exakta News regularly; also send accessory lists and bulletins and put my name on your mailing list.

☐ I would like to establish credit.

☐ I would like to trade equipment.

I have listed the items I have and the items I want on a separate sheet attached hereto.

Please hand print or type name and address

NAME .....

NUMBER AND STREET .....

CITY ..... ZONE ..... STATE .....

# EXCLUSIVE!

COLOR

CORRECTED

FLASH

for perfect color shooting

*automatic*

## MECABLITZ

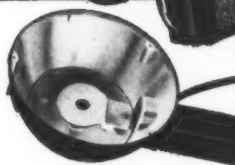
Here's West Germany's favorite flash unit . . . that packs a terrific light wallop . . . with simple, safe, automatic operation . . . producing a flash that exactly matches the requirements of daylight color film for true colors indoors.

**EXCLUSIVE "SUNLIGHT" UV CONVERTER** . . . converts useless ultraviolet to useful yellow rays for true daylight color balance . . . with no loss in usable light output! This converter was developed in conjunction with leading film manufacturers, to give you controlled sunlight for perfect color indoors.

**FULLY AUTOMATIC OPERATION** . . . no switches to set or forget when changing to battery operation or vice versa. Simply plug the wall outlet plug into the automatic switch receptacle in case, for battery operation. When using a-c, Mecablitz automatically charges the wet cell battery while drawing current for flashing.

**ADJUSTABLE REFLECTOR**, for normal or wide angle shooting . . . angle controllable by simple dial on back of reflector.

Other exclusive features make Mecablitz the most convenient, most efficient flash available. Ask your dealer, or write for literature today.



Mecablitz "Sunlight" UV Converter



Angle control-dial on back



### MECABLITZ 300

Low price flash for a-c, wet or dry cell — built-in recharging system — "Sunlight" UV converter — wide angle reflector control — guide number 60 for Ektachrome, Anscochrome.

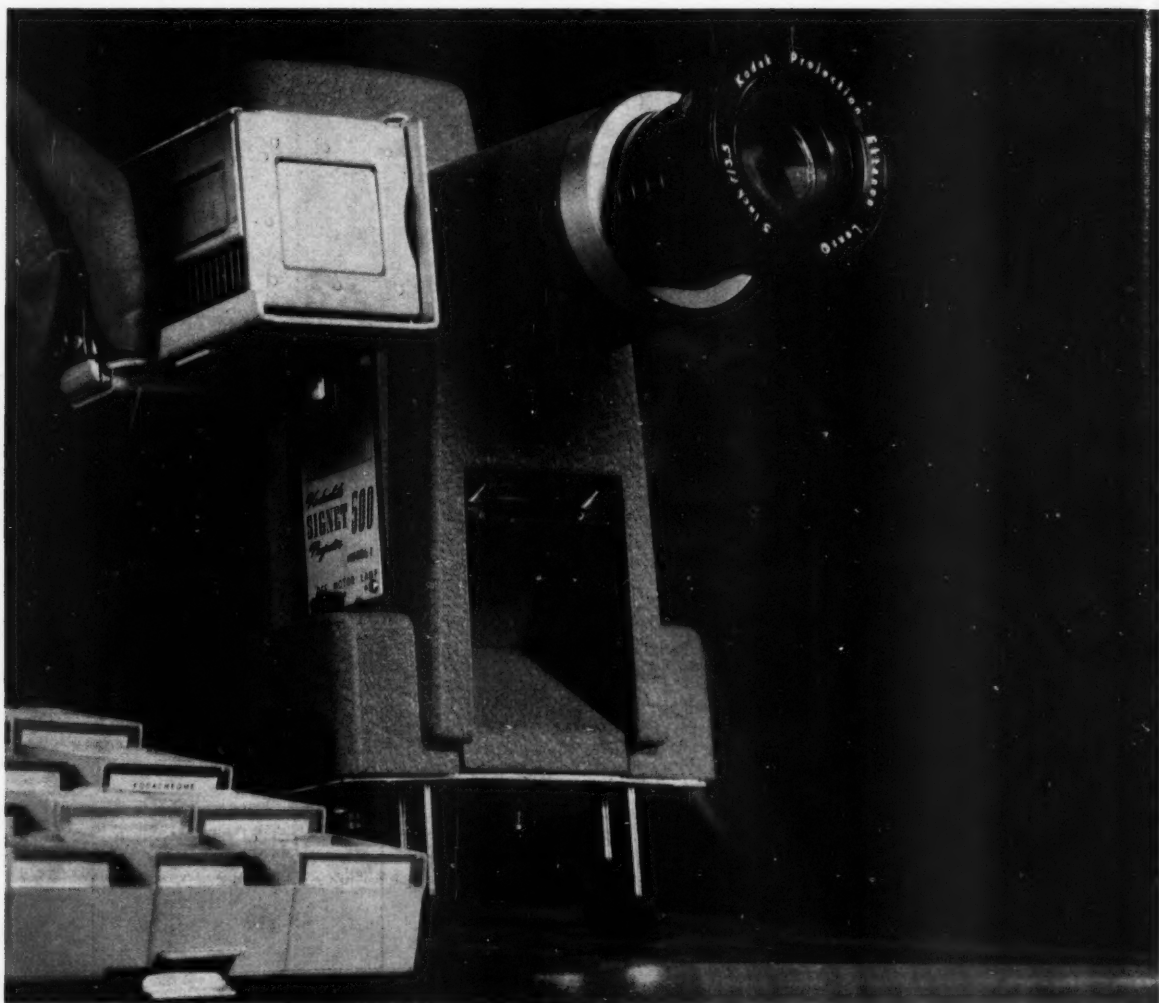


### MECABLITZ 500

With powerful wet cell, also a-c. Has all Mecablitz exclusive features. Output approx. 120 wattsec. controllable. Guide number 100 for Ektachrome, Anscochrome.

BURLEIGH BROOKS INCORPORATED • 10 W. 46th St., N. Y. 36, N. Y.





## Picture of a successful host

**Watch your guests as your Kodaslide Signet Projector throws the first slides on your screen. Their faces will tell you . . . you're putting on a masterful slide show.**

Your slides are beautiful, sparkling things. You've put a lot into them. You want your show to be just as good, too—smooth, with the ease and polish these slides deserve.

So you use a Kodaslide Signet Projector. Up there on the screen the colors fairly glow with life, sharp and crisp from corner to corner. Yet the Signet doesn't even need darkness; you leave some of the room lights

on if you wish. And its husky impeller blower is quiet . . . just whispers politely while it keeps things cool.

Your Signet's snap-action slide changer slips slides carefully in place, slides them out again quick as a wink . . . in the original sequence, ready to go back in the file box. And you can put the automatic changer in place in a trice.

Take a few slides in hand—either regular 35mm or the new 1½ x 1½-inch transparencies—and try out a Kodaslide Signet Projector at your dealer's. It's an experience you shouldn't miss . . . and neither should your future guests.

Prices include Federal  
tax where applicable  
and are subject to  
change without  
notice

**Kodak**  
—a trademark since 1888

*A Kodaslide Signet 500 Projector with automatic slide changer and a 5-inch f/3.5 lens costs \$82.50; with 5-inch f/2.8 lens, \$89.50; with the new 7-inch f/3.5 lens, \$105.50; without automatic changer, \$10 less. The Kodaslide Signet 300 Projector with f/3.5 lens and automatic changer is \$69.50; without changer, \$59.50. The file box in the corner of the picture is the new Kodaslide 400 File Box, holds up to 400 slides, fits in your bookcase like a book, costs \$5.75 in red or deep green.*

**EASTMAN KODAK COMPANY, Rochester 4, N. Y.**